



For Immediate Release

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PC RICHARDS WINS THE GOLD AWARD  
AT THE MONSTER RETAILER AWARDS  
AND CONCERT  
AT CES 2008 IN LAS VEGAS

BRISBANE, January 17, 2008 — Each year, Monster Cable hosts what has become the biggest social event of the International Consumer Electronics Show (CES) in Las Vegas. More than 4,000 CE professionals from around the globe pack the house in anticipation of seeing who will be honored with Monsterous™ awards. A world-class concert follows the awards ceremony.

This year The Monster Retailer Awards and Concert were held in the Paris Ballroom at the Paris Hotel on Tuesday, January 8, 2008. Winners were honored with Monster Retailer Awards in a variety of categories. The top award, “The Gold” for “Most Monsterous Dealer of the Year,” was presented to PC Richard & Sons of Farmingdale, NY.

Those nominated for awards were selected as the best Monster Retailers in their particular category. They are among the highest achievers in growth, high percentage of Monster sales total sales, and dollars-per-store sales.

To win, retailers must also have done something “above and beyond” Monster’s ordinary sales processes. The nominees in these categories reflect the highest standards of business processes in today’s retail environment. Winners were painstakingly chosen from among the selected nominees, with the final decision coming down to interviews with Monster reps, sales managers and trainers.

The New Most Monsterous Partnership Award honors those companies and individuals who share Monster’s vision to make the industry a better place because of their efforts. To celebrate this outstanding accomplishment, the distinguished winner receives a

gigantic Monster Gold Connector, celebrating the Most Monsterous Partnership.

The list of this year's "Most Monsterous Winners" is as follows:

- PC Richard & Son, Farmingdale, NY — Gold Award
- Comet, Rickmansworth, UK — Global Gold Award
- HDMI Licensing, Sunnyvale, CA — Monster Partnership Awards
- Simplay Labs, LLC, Sunnyvale, CA — Monster Partnership Awards
- Future Shop, Burnaby, BC — Most Monsterous International Retailer
- PC Richard & Son, Farmingdale, NY — Most Monsterous Power Retailer
- Sixth Avenue Electronics City, Springfield, NJ — Most Monsterous Audio/Video Independent Specialist Chain
- Schaefer's TV, Lincoln, NE — Most Monsterous Audio/Video Independent Specialist Retailer
- Baumeister Audio Video, Niles, IL — Most Monsterous CI Integrator
- Wild West Electronics, Edmond, OK — Most Monsterous E-Commerce Retailer
- D&H Distributing Co., Harrisburg, PA — Most Monsterous Domestic Distributor
- Lake Town Speed & Sound, Draper, UT — Most Monsterous Car Audio/video Retailer
- Jason D. Skolnick — Sixth Avenue Electronics City, Springfield, NJ — Most Monsterous Retail Salesperson

### **Mary J. Blige Headlines "Monsterous" Concert**

The headliner of this year's concert was superstar Mary J. Blige. Since her 1992 debut "What's the 411?," Mary J. Blige has dominated the landscape of popular music with her uncompromising style and vocal talent. Mary is a six-time Grammy<sup>®</sup> Award-winning singer, producer, and actress who has sold more than 35 million albums worldwide. Mary's music and message come straight from the heart, straight from her own life, and are always delivered with fire and grace. Her chart-topping new release, *Growing Pains* is certainly no exception. From the success of "411", MJB's career skyrocketed. In 1996, she garnered a Grammy for her trendsetting duet with Method Man on "I'll Be There for You/You're All I Need to Get By." The success continued with 2001's *No More Drama*, which debuted at #1, making it Mary's biggest hit to date. She achieved superstar status in 2003, recording the Grammy-winning duet "Whenever I Say Your Name" with Sting for his *Sacred Love* release. In 2006, Mary won an astounding nine Billboard Music Awards and two American Music Awards. She continued her rise to the top with an additional eight Grammy nominations and three wins in 2007 for her triple-platinum album, *The Breakthrough*. Outside the studio, Mary is just as inspiring. She has partnered with MAC Cosmetics on the Viva Glam Aids awareness campaign. In 2001, she was honored for community activism with Rock the Vote's Patrick Lippert Award.

Past Monster concerts have featured music greats like Stevie Wonder, Rod Stewart, B.B. King, Ray Charles, Crosby, Stills and Nash and James Brown.

### **ABOUT MONSTER**

Monster, under its Monster Cable<sup>®</sup> brand, is the world's leading manufacturer of connectivity solutions for high performance audio, video, car audio, computer, console and computer gaming, professional audio and sound reinforcement. Monster, under its Monster Power<sup>®</sup> brand, is also

the leading manufacturer of high performance AC power line conditioning and protection products for audio/video systems.