



For Immediate Release

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**TOP MONSTER DEALERS AND REPS HONORED  
AT THE MONSTER RETAILER AWARDS  
AT WINTER NAMM 2008 IN ANAHEIM  
Ellis Hall, Entertained Crowd  
At Concert that Followed**

Brisbane, Calif, April 3, 2008 — Pro MI music retailers from around the country gathered at Ralph Brennan's Jazz Kitchen on Friday, January 18, 2008 to see who would be honored with the 5<sup>th</sup> Annual Monster Dealer Awards. Mark Posgay, The National Sales Manager for Monster Pro MI products, presided over the evening's festivities and presented the awards. Singer, songwriter and producer, Ellis Hall, followed the awards presentation with a concert. As a performer, Hill has opened for such music legends as The Temptations, Natalie Cole and Herbie Hancock.

The winners of the Monster Retailer and Awards are chosen in a variety of categories including the top award, The National Retailer of the Year.

The winners were as follows:

The Most Monsterous Gold Achievement Awards for 2007

The Most Monsterous National Retailer (21 stores plus)  
Guitar Center

Most Monsterous International Distributor Power Group  
Canada

The Most Monsterous Salesperson of the Year  
Noel Gould of West LA Music

The Most Monsterous Buyer of the Year  
Ed Knieriem of Sam Ash

The Most Monsterous Independent Specialist Retailer  
Canada Guitarworks

The Most Monsterous Independent Specialist Retailer (1-3 stores)  
Alto Music

The Most Monsterous Regional Retailer (4-20 stores)  
Willis Music

The Most Monsterous Internet Retailer  
Musician's Friend

The Most Monsterous Silver Achievement Awards for 2007

Most Monsterous National Distributor (picture #1 attached)  
Kaman Music

Most Monsterous International Distributor

Algam - France  
Musik Meyer - Germany

Most Monsterous Independent Specialist Retailer - Canada

Italmelodie  
Tom Lee Music

Most Monsterous Independent Specialist Retailer (1-4 stores)

Skip's Music  
West LA Music

Most Monsterous Regional Retailer (5-20 stores)

Samuel Music  
Ted Brown Music

Most Monsterous Internet Retailer

Pro Sound and Stage Lighting  
Sweetwater Sound

Most Monsterous National Retailer (21 stores plus)

Daddy's Junky Music  
Sam Ash Music

Three days earlier, on January 15, 2008, Monster held its 12<sup>th</sup> annual Monsterous Pro MI Rep Awards to honor some of its top performing firms. Mark Posgay handed out the awards and presided over a give-away of plaques, the heavily coveted Monster Connector Award, and checks for the top winners. Following the presentation, drinks and food were served to the entire group of Monster Reps.

“Monster is privileged to work with the best rep firms in the Pro MI industry,” said Posgay. “It is through their hard work and Monsterous dedication that Monster and Monster dealers are so successful.”

The winners of the Monster Rep Awards are chosen in a variety of categories including the top award, rep Firm of the Year.

#### Monster Rep Awards for 2007

Most Monsterous Rep Firm of the Year (picture #5 attached)

Techrep Marketing Ohio Valley  
Won a \$5,000 check, plaque, and Monster connector award

Most Monsterous Improved Territory

Sales Force  
Won a plaque and Monster connector award

Most Monsterous Independent Dealer Growth (picture #1 attached)

Marshank Sales  
Won a plaque and Monster connector award

Most Monsterous Internet Dealer Service

Techrep Marketing for Sweetwater Sound  
Won a plaque and Monster connector award

Most Monsterous Split Account Writing Rep Firm

Peter E Schmitt for Sam Ash  
Won a plaque and Monster connector award

Most Monsterous Guitar Center Rep (picture #2 attached)

Frank Gutwien of PCM Marketing  
Won a \$500 check, plaque, and Monster connector award

Most Monsterous Sam Ash Rep

Mike Mostert of Marshank Sales  
Won a \$500 check, plaque, and Monster connector award

Most Monsterous Rep Salesperson of the Year (picture #3 attached)

Mark Rahilly of Richard Dean Associates  
Won a \$1,000 check, plaque, and Monster connector award

Most Monsterous M4 Implementation (picture #4 attached)

Pro Tech for Musician's Friend  
Won a \$2,000 check, plaque, and Monster connector award

Most Monsterous Rep Improvement

Mike Hobbs of Right Track Marketing  
Won a plaque and Monster connector award

Most Monsterous Extra Effort

Jens May of Marshank Sales  
Won a plaque and Monster connector award

Most Monsterous Contracting Focus

Russ Groover of Right Track Marketing  
Won a plaque and Monster connector award

Most Monsterous Inside Sales Support

Robin Pitigliano of Marshank Sales  
Won a plaque and Monster connector award