



For Immediate Release

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**MONSTER NOW SHIPPING ITS IMPROVED FORMULA  
SCREENCLEAN™ WITH ANTI-MICROBIAL CLEANING CLOTH TO  
FIGHT HARMFUL “TOUCH SCREEN” BACTERIA**

*-- Company Expands **Monster ScreenClean™** Line in Travel-Size Bottles for Laptop,  
Camera/Camcorder, Cell Phone/PDA, GPS and Apple iPod®/iPhone™ Screens --*

**Brisbane, CA, April 30, 2008** – Monster, the world’s leading manufacturer of high-end cables, AV accessories, and power conditioning products today announced it has begun shipping its new improved formula **Monster ScreenClean™** products to safely clean screens without scratching. These products features anti-microbial cleaning cloths enhanced with AEGIS Micro Shield® Technology to polish touch screens and control potentially harmful bacteria and other micro-organisms at the same time. In addition, the powerful new ScreenClean specialized formula cleaning solution removes grubby fingerprints without streaking, leaves screens thoroughly clean and comes in travel-sized bottles that are easy to carry and easily fit into a pocket or small bag. There are five new ScreenClean products for use with portable electronics, including laptops, camera/camcorders, cell phones/PDAs, GPS devices and Apple iPod®/iPhones™.

According to Jim Krueger, AEGIS COO: “Monster ScreenClean products were developed with careful consideration of the growing problem posed by disease-causing agents that are prone to exist on portable electronic devices, where the heat-rich environment and constant human handling can create optimum conditions for contamination. Monster’s research in this area has led to the incorporation of the AEGIS Microbe Shield in its ScreenClean products. The AEGIS Microbe Shield technology is used to protect a variety of surfaces in major hospitals and in sports bags. Monster ScreenClean with AEGIS technology permanently bonds to the surface of the cleaning cloth and inhibits the growth of micro organisms, effectively controlling a broad spectrum of bacteria, fungi, mold, mildew, yeast and other one-celled organisms.”

Said Noel Lee, The Head Monster: “Touchscreens have become an integral part of our experience with so many of our portable devices, and maintaining a germ, dirt, dust, and

fingerprint-free screen is essential to the safe enjoyment and utility of laptops, digital cameras, cell phones, GPSs, Apple iPods, iPhones and other products. The new Monster ScreenClean products expand on our existing lineup of ScreenClean for use with large-screen TVs and other display devices with new technologies engineered specifically for the portable electronics user.”

Also, to keep things “green,” the new Monster ScreenClean portable products will come packaged in fully recyclable packaging.

The new line of Monster ScreenClean products are currently available in the following configurations: Monster ScreenClean for Camera and Camcorder, Monster ScreenClean for Cell Phone/PDS, Monster ScreenClean for GPS devices and Monster iClean™ for iPhone and iPod..

Monster ScreenClean for Laptop comes in a specially designed ergonomic bottle with super-fine mist that won’t drip and fits neatly into a laptop bag.

All of these products have a suggested retail price of \$9.95.

### **ABOUT MONSTER**

Monster, under its Monster Cable® brand, is the world's leading manufacturer of connectivity solutions for high-performance audio, video, computer, mobile audio, iPod, iPhone and MP3 as well as console and computer gaming, professional audio and sound reinforcement. The company also offers a variety of innovative accessory products designed to enhance the enjoyment of portable electronics devices. Monster, under its Monster Power® brand, is also the leading manufacturer of high performance power line conditioning and protection products for audio/video systems.

Explore the world of Monster at [www.MonsterCable.com](http://www.MonsterCable.com)

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