



For Immediate Release

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Monster Improved Formula ScreenClean™ With Anti-Microbial Cleaning Cloth Fights Harmful Bacteria

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

Las Vegas, NV, January 7, 2008 – Monster, the world’s leading manufacturer of high-end cables, AV accessories, and power conditioning products is proud to announce that it is introducing improved formula **Monster™ ScreenClean™** with anti-microbial cleaning cloths enhanced with AEGIS Micro Shield Technology to polish screens and control potentially harmful bacteria and other micro-organisms at the same time. In addition, the powerful new ScreenClean cleaning solution leaves screens thoroughly clean and streak-free and comes in travel-sized bottles that are easy to carry and easily fit into a pocket or small bag. There are three new ScreenClean products for use with portable electronics, including cameras/camcorders, cell phones/PDAs, 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 digital cameras, cell phones, and 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.”

The new Monster ScreenClean portable products safely and thoroughly clean dust, fingerprints and dirt from all display screen surfaces, enhancing the experience of using digital cameras and camcorders, cell phones and PDAs, iPods, iPhones and multimedia players. Notably, the powerful cleaning solution in the new products features a new streak-free formula that dissolves oils and is safe for delicate screen coatings. 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 will be available in late January 2008 in the following configurations: Monster ScreenClean for Cameras and Camcorders, Monster ScreenClean for Cell Phones, and Monster iClean for iPhone and iPod. All of these products will have a suggested retail price \$9.95.

ABOUT MONSTER

Monster, under its Monster Cable® 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® brand, is also the leading manufacturer of high performance AC power line conditioning and protection products for audio/video systems.

Explore the world of Monster at www.MonsterCable.com

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