



FOR IMMEDIATE

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**MONSTER REDUCES PRICE ON “ Monster Basic™ for HDMI™” CABLES, OFFERING CONSUMERS NEW LOWER-PRICED OPTION**

*-- 1-Meter Monster Basic for HDMI Cable Now Priced at SRP \$29.00;  
 New 2-Meter Basic at SRP \$39.95 and 4-meter Basic at SRP \$59.95 Scheduled for Delivery in May --*

**Brisbane, CA, April 27, 2009**—Monster, the world’s leading manufacturer of high-end cables, accessories, and power conditioning products, is proud to announce a price reduction on its Monster® Basic™ for HDMI™ cables that offers consumers a new lower-priced cable option for maximizing the benefits of HDMI home entertainment. Effective immediately, the company’s entry-level 1-meter length of **Monster Basic for HDMI** cable has been reduced in price to \$29.00 suggested retail (down from MSRP:\$39.00). In addition, Monster announced that it will also begin shipping a 2-meter length of Basic and 4-meter Basic for HDMI cable in May priced respectively \$39.95 and \$59.95. With this new pricing, Monster branded product will be made available to more consumers and in line with lower priced TVs and DVD players using HDMI.

Monster Basic for HDMI is shipped in an eco friendly no frills box to maximize savings for the consumer.

The new pricing completes the line of HDMI offerings from Monster, which is committed to offering its customers a choice with the widest range of performance and price points. The newly priced Monster Basic for HDMI also gives consumers a Monster alternative to cables sold on the Internet.

Monster Basic for HDMI cables are designed to provide users with an affordable connection to thrilling high definition pictures and sound. Ideal for today’s entry-level HDTVs, upconverting DVD players, and HD cable/satellite receivers, the non-speed-rated cables deliver lasting Monster quality and durability at a price that fits virtually any HD entertainment budget. Additionally, for eco-conscious consumers, Monster Basic for HDMI cables feature the company’s most environmentally friendly disposable packaging, made out of recycled brown paper.

Noel Lee, Head Monster, is leading the company in its mission to help all consumers realize the full potential and benefits of HDMI technologies. He notes: “As prices on HDTVs, entry-level DVD and Blu-ray players and other high-definition home entertainment components come down, consumers have been asking for a lower priced Monster HDMI cable. More and more people are looking for ways to enjoy the full benefits of their gear at affordable prices. Monster is committed to offering solutions for a wide range of consumer needs and budgets. We understand that not all of our customers want or need the highest performance speed-rated cables, but would still like to purchase a product that still offers the Monster brand name and quality. Our new lower priced Monster Basic for HDMI cables not only offer a quality

alternative to little-known or unknown brand HDMI cables being advertised on the Internet, they also provide our customers with a budget-priced option that's ideal for many non-critical applications that don't call for speed-rated cables. For those customers who want an affordable cable solution for a simpler, high-quality HDMI connection HDMI Basic is the answer."

### **Monster Basic for HDMI: Advanced performance at a Great Price**

As with all Monster cables, for HDMI, Monster Basic for HDMI products feature advanced connector and cable construction that optimizes digital signal transfer for the sharp picture and rich, accurate color from all high definition components. Monster Basic for HDMI also delivers pure digital surround sound that completely envelops the listener in crystal clear audio for an incredible movie, music, and game experience. Additionally, the cables are UL listed, certified to meet stringent quality standards. Monster Basic for HDMI is also CL-3 rated so it can be installed in-wall and completely hidden from view for clean, neat-looking flatscreen TV installations.

Monster offers the industry's most comprehensive line of HDMI accessory products, including its entry-level Monster Basic for HDMI cables, as well as full range of speed-rated HDMI cables, the Monster Blu-ray 1200 Higher Definition Experience Pack, the first all-in-one cable and accessory package for Blu-ray owners, the Monster Blu-ray 900 Advanced High Speed Cables for HDMI™ and a variety of innovative "Monster CI" for HDMI products geared specifically toward the custom-installation marketplace.

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### **ABOUT MONSTER**

Monster is celebrating its 30th anniversary in 2009. The company was founded by Head Monster Noel Lee with a commitment to creating products under the Monster Cable® brand to literally "make music sound better." Today, Monster has grown and diversified to become the world's leading manufacturer of connectivity solutions for high-performance audio, video, car audio, computer, console and computer gaming, as well as a leading innovator in the field of iPod® and iPhone™ accessories and professional audio and sound reinforcement. Additionally, under its Monster Power® brand, the company is 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](http://www.MonsterCable.com)