



For Immediate Release

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Monster Presents “Hero Awards” and Special Charitable Donations to Real-Life Heroes During Retailer Awards and Concert at CES 2009

-- Company Also Donates 4 Segways to Segs4Vets, and \$5,000 to The Elf Foundation During Monster Retailer Awards and Concert --

Brisbane, CA, January 13, 2009 – An audience of over four thousand spontaneously rose to its feet to honor representatives from two worthy charities who were presented with “Hero Awards” at the **Monster Retailer Awards and Concert** during CES 2009. The event, featuring a performance by superstar Diana Ross, took place on Friday, January 9, 2009 at the Paris Hotel. Immediately following the retailer awards portion of the evening and just prior to Ms. Ross’ performance, Doug Weinstein of the Elf Foundation, which creates entertainment centers in children’s hospitals, shelters for abused children and other centers throughout North America, was presented with a Hero Award by Head Monster Noel Lee. The award, in recognition of Mr. Weinstein’s exemplary work for children, was accompanied by a check from Monster for the Foundation in the amount of \$5,000.

In another particularly stirring moment, Jerry Kerr of Segs4vets, along with several disabled veterans on Segways, joined Mr. Lee onstage. Lee, himself disabled and a regular Segway user, then presented Kerr with the second Hero Award of the evening, along with a donation of four Segways to Segs4Vets, which benefits disabled U.S. veterans who have been wounded in Iraq and Afghanistan.

Noted Mr. Lee: “Monster is proud to be able to present these awards and assist these two very deserving charities, both of which we have been honored to help support in the past. As a family owned company with longtime roots in our own community, it has always been important for us to give something back to the communities in which we do business throughout the country. We also understand that during these difficult economic times it is harder than ever for charities and non-profits to raise money, so it’s a real privilege for us to be able to help in our small way.”

After the presentations, Mr. Lee invited the audience to join him in opening their hearts and their wallets by donating to these worthy causes. The concert by Ms. Ross then followed.

About The Elf Foundation

The Elf Foundation was founded in July of 2001, with the express mission of creating private entertainment theaters – ‘Rooms of Magic’ - for children’s hospitals, shelters for abused children, autism centers, and children’s rehabilitation centers throughout North America. Operating as a 501 (c) 3 non-profit organization, the foundation acts as a catalyst within the consumer electronics industry and in local communities to advance their mission of bringing the magic of music and film to special kids in a time of need. To date, the Elf Foundation has opened 70 ‘Room of Magic’ theaters.

The Elf Foundation has opened 70 Room of Magic entertainment theaters since 2001, with over \$3,000,000 in charitable giving. A 501 (c) (3) non-profit, 94 cents of each dollar expended goes directly to the foundation’s fundamental mission of bringing the magic of music and film to sick children across the country.

For more information please visit www.Elfsystems.org

About Segs4Vets

Segs4Vets awards segways to men and women of the United States military whose service in Operations Iraqi Freedom and Enduring Freedom resulted in permanent disability and difficulty walking. Certified as one of America’s best charities, the Segs4Vets program is administered by an all-volunteer organization representing grateful Americans who share the commitment that we, as citizens, have a responsibility that when those who have served our nation suffer serious injury return to us permanently disabled, that they have every tool available to them to allow them to fulfill their dreams and to live the highest quality of life possible. For more information please visit www.Segs4Vets.org

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.

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