



For Immediate Release

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**Monster® Music Label to Release Special DVD and Blu-ray™ Disc Versions
of**

New Ludacris Album “Theater of the Mind”

*-- Monster Music’s DVD and Blu-ray™ Disc Versions of Ludacris’ “Theater of the Mind”
Featuring Exclusive Footage to Be Released in February 2009 --*

Las Vegas, NV, January 7, 2009 – Monster Music® and Grammy award-winning rap superstar Ludacris, today announced that a special DVD and Blu-ray Disc™ version of Ludacris’ critically-acclaimed new album “Theater of the Mind” will be released under the Monster Music® label. Following the rollout of consecutive new singles and videos, the eagerly awaited sixth album from the hip-hop music mogul was released in November 2008 by Ludacris’ own Disturbing Tha Peace label. The Monster Music DVD and Blu-ray versions are scheduled for release in February 2009.

To Be Released on Monster Music® High Definition Surround (HDS) SuperDisc

Like other Monster Music releases, the label’s special “Theater of the Mind” version will be released on a Monster Music High Definition Surround (HDS) SuperDisc. The disc will include mixes by Head Monster Noel Lee, that will provide listeners with an elevated surround sound experience, designed to maximize the capabilities of 5.1 home theater systems and bring out all the excitement of great audio and great audio equipment. Noted Lee: “Everyone at Monster Music is very excited about our upcoming DVD and Blu-ray Disc™ versions of ‘Theater of the Mind.’ Part of our mission at Monster is to help consumers embrace the latest ‘higher definition’ video and music formats, and by offering this terrific new album in Blu-ray with exclusive added

footage and videos, we hope to reach a whole new audience with the message that with Blu-ray video and HDS surround sound audio, brand new worlds of enjoyment are opened up for both music and video.”

Monster Music DVD and Blu-Ray Disc Version of “Theater of the Mind”

Both the Monster Music DVD and Blu-ray Disc versions of “Theater of the Mind” will feature music-only CD versions of the new Ludacris album, a value-added extra for fans that allows them to load the album onto their computer or portable music player. The Monster releases will also feature a wide variety of exclusive video content, including both music videos and behind-the-scenes footage. In addition to the elevated audio quality made possible by Monster HDS, the Monster Music releases of “Theater of the Mind” will feature video content in 1080p Full HD resolution for the finest high-definition video performance.

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.

ABOUT LUDACRIS

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