



For Immediate Release

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**MONSTER TO SHOWCASE “GRATITUDE™” IN-EAR HEADPHONES AT
MACWORLD, CREATED IN ALLIANCE WITH EARTH, WIND & FIRE**

-- *“Celebration of Real Music” – **Gratitude™** Combine Advanced Monster Audio Technologies with Music and Sound Expertise of **Earth, Wind & Fire** --*

San Francisco, CA, January 26, 2012 — Monster, the world’s leading manufacturers of high-performance headphones, is proud to partner with Rock and Roll Hall of Fame Inductees and 8-time Grammy Award winners **Earth, Wind & Fire** for the launch of a new line of advanced consumer electronics products inspired by the iconic band. The first product to be released under the partnership alliance is “**Gratitude™**” (SRP: \$229.95), specially created high-performance in-ear headphones that combine leading-edge Monster audio technologies and engineering with the music and sound expertise of the legendary **Earth, Wind & Fire**.



Monster Gratitude headphones are specifically engineered and tuned to faithfully reproduce the true harmonics of live music and the sonic details of each instrument, resulting in a more natural, immersive and vibrant listening experience.

Monster Connects with Earth, Wind & Fire

Monster is committed to actively seeking out like-minded partners in order to bring together the resources and talents needed to create truly beneficial products for today’s “digital lifestyle.” That’s how the partnership between Monster and one of the world’s most legendary bands came to be. At the 2011 CES convention in Las Vegas, Earth, Wind & Fire performed at the annual Monster Retailer Awards and Concert. Group founder Maurice White, made a special appearance with the legendary band. The concert was a spectacular reminder of everything Earth, Wind & Fire has given to the world and accomplished in its four decades, including selling more than 90 million albums worldwide and earning its place as America’s seventh top-selling musical group of all time.

Head Monster Noel Lee noted, “Earth, Wind & Fire is legendary for their instrumental virtuosity, perfectionism and attention to detail. This is a band that has been so incredibly influential and that literally defines great musicianship, passion, positivity and funk. As anyone who has ever been to an Earth, Wind &

Fire concert can tell you, something very special happens when this group performs. With 'Gratitude' headphones, we aimed to capture the unique passion, feel and experience of Earth, Wind & Fire's music, including everything from the pure tones and harmonics of the brass instruments to the staccato punch of the percussion, the cleanest possible bass and the most natural vocals. 'Gratitude' offers their fans a way to celebrate and thank the group for all their great music – and literally take a piece of the band home with them."

Earth, Wind & Fire bassist Verdine White sums up the relationship between Monster and his legendary group: "Earth, Wind & Fire has always combined our passion for music with a passion for technology, and we have looked forward to new innovations that help us create and share our music in exciting new ways. That's why we are so happy to be partnering with a technology leader like Monster for this new line of products."

Monster Tech Helps Fans Get Closer to Earth, Wind & Fire's Music

Monster Gratitude In-Ear headphones, featuring an eye-catching rose gold finish, were designed and personally tuned by members of Earth, Wind & Fire and "Head Monster" Noel Lee. They boast a specially engineered noise isolation architecture that results in superior audiophile sound, with the ability to reproduce detailed harmonic soundscapes. Key Monster innovations that contribute to their natural sound and help listeners truly get "inside the music," include a new Monster design that allows the earpiece to rest more comfortably and deeper within the wearer's ear canal, enabling a perfect fit, superior isolation and ultimate performance. A specially created carrying case is included with each pair of Gratitude headphones.

ABOUT MONSTER®

Monster is the world's leading manufacturer of premium headphones and advanced connectivity solutions for high-performance home entertainment, audio, home theater, mobile, computer and gaming, as well as a leading innovator in the field of iPod®, iPhone® and iPad® accessories and professional audio. The company was founded by Head Monster Noel Lee more than 30 years ago with a commitment to creating products that literally "make music sound better" and it has continued to expand and diversify ever since. Under its Monster Cable® brand, the company leads the way in advanced audio, video, and data connectivity solutions, and under the Monster Power® brand, it provides high-performance AC power line conditioning and protection products for audio/video systems. Monster continues to lead in innovation with over 350 U.S. and international patents and 100 pending, offering more than 6,000 products in over 120 countries worldwide.

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