



For Immediate Release

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**MONSTER MOBILE® ACCESSORIES PROMISE “SAFETY FIRST!”
BREAKTHROUGH SOLUTIONS FOR IN-CAR CHARGING, GREAT MUSIC
AND “HANDS-FREE” DRIVING**

-Monster Puts Safety First in Car Power and Sound; Revolutionary “Hand Motion Control” Charger, Visor-Mounted Bluetooth Kit, Super Compact Universal Chargers --

San Francisco, CA, January 26, 2012 – Monster, world leader in the manufacturing of high-performance headphones, connectivity solutions and consumer electronics accessories, is putting “safety first” with its Monster Mobile® product line, a comprehensive range of advanced solutions for making the open road more hands-free, convenient and music-friendly. Among Monster Mobile’s most innovative new products is the unique **iMotion™ CarPlay™ Direct Connect 3000** (SRP: \$99.95), which utilizes a breakthrough in-car hand motion control that also lets drivers maximize safety by simply waving their hands to control their iPod, iPhone or iPad. The visor-mounted **AirTalk Bluetooth Car Kit** (SRP: \$69.95) also significantly increases driving safety by letting users enjoy exceptional audio for music and phone calls without ever taking their hands off the wheel.

Noted Head Monster Noel Lee: “Monster takes our ‘safety first’ approach to the mobile accessories category very seriously. While high-performance in-car music, charging and mobile communications devices can make life on the road much more pleasant and productive, it’s also vital that drivers concentrate on what is most important, namely, keeping themselves and their passengers safe and sound. And with more states implementing or considering laws against cell phone dialing or texting while driving, we are especially proud of our unique products that make the open road more “hands-free.” All our Monster Mobile and Monster for Apple products offer value-added features, many with unique safety options, as well as benefits geared toward enhancing drivers’ audio experiences with unprecedented high performance capabilities.”

iMotion™ CarPlay Direct Connect 3000 with In-Car Hand Motion Control!

Monster is taking an ingenious route in tackling in-car safety for iPod, iPhone, and iPad users with its revolutionary new **iMotion™ CarPlay™ Direct Connect 3000** in-car hand

motion control charging device, which features an innovative in-car hand motion control connection that maximizes safety by allowing drivers to actually use simple hand gestures to control their iPod, iPhone or iPad. The hand gesturing function allows driver's access to functions including Play/Pause and track forward/backward. Monster's in-car charger powers up the iPod using a 30-pin dock connector while playing audio at the same time. The unit's heavy-duty 10-watt power output and 2.1 amps of current is ideal for power devices like iPad, and the 1m auxiliary-out mini-jack cord features a direct connection to a car's auxiliary input port for superior sound and a 24k Gold 3.5mm jack for easy connection.

AirTalk Bluetooth Handsfree Car Kit: Perfect for On-the-Road Calls

Continuing its drive through innovation, Monster's new sun visor-mounted **AirTalk Bluetooth Handsfree Car Kit** is an all-in-one solution lets users enjoy powerful audio performance from an unobtrusive compact Bluetooth car speakerphone, while keeping their hands on the wheel at all times. The compact car kit utilizes advanced Bluetooth wireless technology 2.1, and thanks to Monster DSP, it delivers best-in-class echo cancellation, noise, and wind reduction for superior audio performance. The kit's premium sun visor clip ensures clear conversations at both ends of a call and out-of-the-way storage. With its rechargeable Lithium Polymer battery and more than 24 hours of talk time and 2 months of standby time, it's also the ideal solution for crystal clear speaker phone or conference calls.

More Advanced Monster In-Car Power Solutions

Monster's ahead-of-the-curve in-car power solutions include the newly improved iCarCharger 2000, with an updated slim design and best in class usability. The charger works with iPad, iPod and iPhone via a 30-pin dock connector while playing audio through a cable. It features a heavy duty 10 watt power output for power devices like an iPad, and there is iPod control built into it which allows one to switch from track to track without having to take one's eyes off the road. For superior audio performance, the charger includes direct connection and provides a 24k gold 3.5mm line out.

Monster also offers two advanced universal in-car CLA charging solutions, including the **iCar Dual USB 700 Dual USB Car Charger** and the single charger **iCar USB 600 Car Charger**, ultra-compact units with low-profile designs that include Apple USB to Dock Connector cables and allow drivers to easily charge their iPhone, iPad, iPod and other smart phones and other devices. Dual USB ports for simultaneous charging of other USB devices, and the heavy-duty 10-watt power output is ideal for all power devices. Another convenient feature includes a Power Status lighting indicators to show that the compact car chargers are operational or ready to be used, even in the Dual USB iCar USB 700 product! SmartFuse™ Power protection is included to ensure the safety of all connected devices.

For other devices, Monster offers two advanced in-car CLA charging solutions that include the **PowerPlug Dual USB 700 Car Charger** and the single charger **PowerPlug USB 600 Car Charger**. Similar in appearance and performance to iCar USB products but without the Apple USB to Dock Connector cable, these car chargers also allow

drivers to easily charge their Blackberry, iPhone, Smart Phones, iPad, Kindle, Nook, iPod, MP3 Players, Bluetooth Headset and Bluetooth Accessories, Cell phones and PDAs and other devices.

High-Quality In-Car Sound via Your Car's FM Radio

Monster has several cutting-edge products that allow users to enjoy high-quality music via a car's FM radio, including the **iCarPlay® Wireless 1000** (SRP: \$119.95), and **iCarPlay® Wireless 800** (SRP: \$89.95), both of which let you listen to your iPad, iPhone and iPod on your car's radio. They also charge while you play your music so you can listen for the longest road trips and have plenty of power left when you arrive. The iCarPlay® Wireless 1000's USB port on the adapter also lets you charge virtually any USB device, including cell phones, cameras, and more. You can even plug the iCarPlay into a computer USB port to listen to your iPod, iPad or iPhone on an FM radio at home or at the office. The Monster **RadioPlay 300** (SRP: \$59.95) also provides access to music from your MP3 player, CD player, portable DVD player or even your laptop audio through your car FM radio or virtually any FM station. It features three programmable "favorite station" preset buttons and an easy-to-read, dimmable LED display so you can easily tune and select your favorite station presets in your car, day or night.

Monster's full line of car accessories also includes the **iCarCharger 1000** (SRP: \$49.95), **iClarity HD Bluetooth Speaker** (SRP: \$99.95), **iCarPlay Cassette Adapter 800** (SRP: \$19.95), **iCarPlay Wireless 300** (SRP: \$49.95), **iCarPlay Wireless 500** (SRP: \$69.95), **iCarPlay Wireless 800** (SRP: \$79.95), **iCarPlay Wireless 1000** (SRP: \$99.95), **iCable 800 – Mini to Mini, 3 ft** (SRP: \$14.95), **iCable 800 – Mini to Mini, 7 ft** (SRP: \$19.95), **iSplitter 1000 Headphone Splitter** (SRP: \$19.95), **iCable 1000 - Mini to RCA** (SRP: \$29.95), **USB to 30-Pin Cable EFS** (SRP: \$19.95), **iCarCharger 800** (SRP: \$24.95), **iCar USB 600** (SRP: \$29.95), **iCar USB 700 EFS** (SRP: \$34.95), and the **RadioPlay 300** (SRP: \$59.95).

ABOUT MONSTER®

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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.

Explore the world of Monster at www.monsterproducts.com

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