



For Immediate Release

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## **MONSTER CONTINUES ITS SUPPORT FOR SEGS4VETS, ANNOUNCING CHARITABLE DONATION DURING CHICAGO CONCERT AT CES 2012**

*-- "Head Monster" Noel Lee to Present Donation at CES; Ongoing Program Includes Web Site Support, Educational Initiative and More --*

**Las Vegas, NV, January 9, 2012** – Monster, the global leader in the development and manufacturing of high-performance headphones, connectivity solutions and A/V accessories, reaffirmed its continued support and education program for Segs4Vets, an all-volunteer charity that benefits disabled U.S. veterans through the donation of segways. Monster's support program for Segs4Vets in 2012 will kick off at CES with a special charitable presentation by Head Monster Noel Lee during the **Monster Retailer Awards and Concert**, featuring legendary band **Chicago** on Wednesday, January 11, 2012.

To help support Segs4Vets throughout the year, Monster provides visitors to its website, **www.monsterproducts.com** with a specially created section that allows them to link directly with Segs4Vets and make donations. Additionally, the company includes an educational insert in selected Monster products to inform people about Seg4Vets and encourage donations.

The Segs4Vets program is an unprecedented grassroots effort administered by volunteers representing grateful Americans who passionately believe that when those serving the U.S. Nation are sent into harm's way and suffer serious injury and permanent disability they must have every resource and tool available to them which will allow them to live the highest quality of life possible. Monster Cable has long been a supporter of Segs4Vets.

Noted Head Monster Noel Lee: "Monster is proud to continue our support for Segs4Vets. As a family owned company, 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 with so many of our brave servicemen and women overseas, and with so many injured veterans here at home, it has never been more important for us to support our country and our armed services. It is a true privilege for us to be able to help in our small way and to encourage people around the country to learn more about this very worthy cause and lend their support in any way they can."

"The brave warriors who become permanently disabled while serving our nation deserve the best tools to live fulfilling and productive lives," said Jerry Kerr, the President of Segs4Vets.

"Our wounded warriors have many unmet needs and the Segs4Vets program was started not to be just a gift but as a tool which would allow those who refuse to be defined by their disability to not only live the highest quality of life possible but to fulfill their dreams and to continue to serve this great nation. The Segway has proven its value and helped restore dignity, independence

and mobility to hundreds. We are very grateful to Noel, and all of the Monster Cable employees and partners, for their continued leadership in supporting this great program."

Attendance for the 2012 Monster Retailer Awards and Concert is by invitation only.

### **ABOUT SEGS4VETS**

The Segs4Vets program was conceived and implemented with the assistance of General Ralph "Ed" Eberhart, USAF (Ret), President of the Armed Forces Benefit Association. Segs4Vets, an unprecedented grass roots effort sustained and administered by unpaid volunteers, was presented The Secretary of the Army's Public Service Award for distinguished public service in providing outstanding support to our nation's Veterans and is a member of Military, Veterans & Patriotic Service Organizations of America and has been certified as one of the best charities in America by the Independent Charities of America, an honor accorded fewer than 2,000 of the more than one million public charities in the United States. In 2006 it became the first organization, ever, to receive a blanket waiver from the United States military for its Segs4Vets program, allowing a gift in excess of \$1,000 to severely injured active duty members of the United States military who have served in Operation Iraqi Freedom or Operation Enduring Freedom. Segs4Vets which only awarded 16 Segways through 2006, has as of January 2011 awarded more than 700 Segways.

### **ABOUT MONSTER**

Monster is the world's leading manufacturer of premium headphones and advanced connectivity solutions for high-performance home entertainment, audio, home theater, computer and gaming, as well as a leading innovator in the field of mobile 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](http://www.monsterproducts.com).

For hi-res images go to: [www.dba-pr.com/monster\\_ces\\_2012.htm](http://www.dba-pr.com/monster_ces_2012.htm) OR  
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