



For Immediate Release

Contact: Kate Licht
DBA Public Relations
(212) 388-1400
klicht@dba-pr.com

**MONSTER AND NCREDIBLE ENTERTAINMENT SHOWCASE BOLD
NEW LIFESTYLE PRODUCTS TO EMPOWER TODAY'S YOUTH AT
MACWORLD**

-- **NTune™** On-Ear Headphones and **Nergy™** In-Ear Headphones; First In a Family of Products Created Through a Collaboration Between Monster & Nick Cannon's Ncredible Brand --

San Francisco, CA, January 26, 2012 –Monster, world leader in the manufacturing of high-performance headphones, connectivity solutions and consumer electronics accessories, and **NCredible Entertainment** are proud to showcase their first “NCredible” lifestyle products developed through their previously announced alliance. First products in the NCredible line, include the new **NTune On-Ear Headphones** (SRP: \$129.95) and the **Nergy In-Ear Headphones** (SRP: \$69.95), both available now.

Both new products bring next-level design and high-performance audio to the most popular headphone styles. All NCredible products combine Monster's renowned, superior performance and style with fun, common-sense convenience features, all in a hip, stylish package designed to empower today's youth through music and reflect energy, optimism and vitality.



Noel Lee and Nick Cannon

Nick Cannon noted: “Music has a very important place in the lives of young people. How they listen, how they share and how they express their passion for music are all things that empower them to grow and learn. That’s why I am so thrilled to be partnering with a company like Monster, which has such a strong commitment to great sound and to providing the very best music listening experiences possible.”

Total Comfort, Precision Tuning for All Types of Music

Nick Cannon knows entertainment. That’s why he brought his NCredible ideas to Monster to create these new headphones that let users hear music like they’ve never heard it before. Details pop, bass booms and Monster’s advanced audio

technologies keep it all distortion free, no matter what the volume! Monster and Nick Cannon both believe that nothing motivates you like music, and this is music the way it's meant to be.

Both new NCredible headphones offer total comfort and are precision-tuned to reproduce the subtle nuances of all types of music, from hip-hop, rock to house, and pop. The NTune on-ear headphones are designed from the ground up with a host of innovative Monster technologies to deliver superior performance, durability and style, making true professional quality audio available to everyone.

The lightweight, on-ear design of NTune Headphones make them easy to wear all day long. They also feature tangle-free cables for total ease of use, and their low profile right angle connector adds to their comfort and flexibility. Monster's Nergy in-ear headphones deliver an astoundingly big sound for their compact size, thanks to a number of Monster audio innovations, including newly developed drivers. Among the innovations of the in-ear headphones is their unique Nergy ear buds, which snap together magnetically to create a necklace when not being used! Both Nergy headphones and NTunes feature a prominent NCredible medallion as part of their stylish look.

Head Monster Noel Lee stated: "As someone who has always been fascinated by technology, science, and music, I have seen first-hand how a passion for these subjects can lead to a rich and meaningful life. Most importantly, I learned to understand how the proper support and encouragement could lead to empowerment and self-confidence, no matter what career you choose to pursue later in life. By teaming up with an influential powerhouse like Nick Cannon to create our NCredible CE product line, we are aiming to help today's young people follow their passion for music and style, grow, learn, and be motivated to make a difference."

The new NCredible headphones feature Monster's advanced ControlTalk™ Universal, which provides easy music playback control for most Android and Blackberry devices, as well as hands-free calling with many smartphones.

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,



Nergy



NTune

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.

iPad, iPhone, iPod, iPod classic, iPod nano, iPod shuffle, and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries.

#