

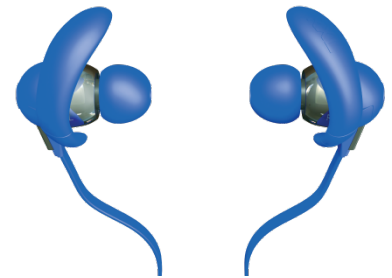


Immediate Release

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

**MONSTER SHOWCASES iSPORT™ IN-EAR HEADPHONES  
“THE ATHLETE’S HEADPHONE” AT MACWORLD:  
THE WORLD’S BEST-SOUNDING SPORT  
HEADPHONE!**

*-- Sweatproof and Washable, with Patented Super-Secure In-Ear Clip Design; Superior Audio Performance; Monster Will Support iSport Launch with Nationwide GET FIT Retail Visit Campaign and Consumer Sweepstakes --*



**San Francisco, CA, January 26, 2012** – Monster, leader in manufacturing and design of high-performance headphones, will showcase the breakthrough **iSport™** sweatproof and washable in-ear headphones at Macworld 2012. The first Monster headphone designed specifically for superior audio performance that does not fall out of the ear, **iSport™** headphones give athletes the drive to achieve more and win. In addition to the initial blue **iSport™** model (SRP: \$179.95), Monster is debuting new iSport headphones in a variety of different colors, themes and models in the coming months.

**Monster Truck to Visit Retailers Nationwide for GET FIT Campaign**

To support the launch of **iSport™** headphones, Monster is rolling out a muscular GET FIT on-the-road campaign, with a specially equipped Monster truck that will tour the country helping spread the iSport message. The Monster GET FIT truck will make stops across the country with a variety of activities geared toward “pumping up” the volume for iSport! As part of the GET FIT campaign iSport purchasers will also be eligible to enter a GET FIT sweepstakes to receive 12-month gym memberships.

**Key Innovations Include Unique Super-Secure In-Ear Clip Technology and Design**

Monster iSport In-Ear Headphones feature a variety of innovative advancements that set them apart from all others. For instance, they address one of the most common issues faced by active headphone wearers – the nagging problem of having their in-ear headphones slip out during strenuous use. Monster’s iSport headphones solve this problem with a unique patented proprietary in-ear clip anchor system, which fits the curve of the inner ear securely. This key innovation provides maximized comfort and an unprecedented “no-slip fit” that ensures that the headphones will not fall out and stay in the ear no matter the conditions.

Just as importantly, iSport headphones feature a special adjustable ear pipe on the headphone housing. Because the angle of the ear pipe is fully adjustable it contours to the unique angles of each ear, helping create a perfect seal when combined with the variety of included ear tips. . Further enhancing their appeal for active listeners, Immersion headphones feature advanced

noise isolation technology that allows listeners to block out distractions, focus on their sport and get into “the zone.”

### **Striking Design; Super Tough Build Materials**

Monster’s tough construction of iSport headphones and their super durable build materials allow users to enjoy an uninterrupted, world-class music experience while they run, jump, cycle or even hit the ski slopes. Most importantly, they are fully washable, allowing sports enthusiasts to easily clean them so they are ready to go for the next work out.

### **Sophisticated Audio Technologies: Because the Music Matters™**

To create the ultimate sports headphone with the distinctively superior Monster sound, engineers utilized a variety of sophisticated audio-enhancing headphone technologies. To ensure optimum sound quality at all times, iSport In-Ear Headphones feature a tight, custom fit audio seal thanks to the patented SportClip, a variety of ear tips and the rotating ear pipe— these technologies ensure acoustic isolation that allows you to stay focused on your workouts and achieve your fitness goals. Like all Monster headphones, the super tough iSports are designed to deliver unprecedented levels of headphone audio performance with extreme clarity, articulation, and tight deep pounding bass that motivates you to achieve at your highest level of performance

Noel Lee, the Head Monster, noted: “Athletes often use music to motivate and get that extra drive to do their very best. The pounding of the bass and the rhythm of their favorite artists lock them into ‘the zone’ where they perform their best and win. To create iSport, Monster asked the question: ‘What are the main problems with other in-ear headphones when used them for sports?’ They often fall out, and they can get sweaty and dirty. Our iSport headphones stay in your ear where they belong, and you can wash them. Monster engineers literally worked up a sweat in order put the design through its paces – ensuring that they would not only stay in your ear comfortably during the most rigorous workouts, but also deliver the sound experience – what we are calling ‘pure audio adrenaline.’ If you’re an athlete and the music matters iSport is your headphone. It’s truly an incredible sounding product even without considering its capabilities as a fitness headphone. ”

### **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).