



For Immediate Release

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**MONSTER BRINGS MUSIC AND FASHION TOGETHER WITH  
“INSPIRATION™” COMPANY’S FIRST NOISE-CANCELING  
OVER-EAR HEADPHONE**

*-- “Higher Definition” Listening Solution Is Perfect for Business Travelers and Everyone Who Wants a More Powerful, Deeper Connection to Their Music; New Interchangeable Headbands Let Users Express Any Mood, Style or Occasion --*

**Anaheim, CA, January 19, 2012** – Monster, leader in manufacturing and design of high-performance headphones, is breaking new ground in the worlds of both high fashion and high-performance audio with the launch of “**Inspiration™**,” the company’s first over-ear, noise canceling headphone.

Ideal for frequent business travelers, home, commuting or office use, Inspiration headphones deliver pure and powerful music reproduction, with a trendsetting “fashion-forward” twist – interchangeable headbands in a multitude of different colors and materials. The bold new concept in headphone design lets users express themselves by changing headbands, transforming the entire look and feel to suit style preferences for any day, mood or occasion. Available with a titanium or pearl white finish, as well as a special SILVER LIMITED EDITION version, Inspiration over-ear headphones will begin shipping in Spring 2012 for a suggested retail price of \$279.95 a pair. Additionally, “Inspiration Lite” on-ear headphones will be available in June in pearl white for a suggested retail price of \$229.95. The interchangeable headbands will be available separately, with eight different styles to choose from initially. Each band carries a suggested retail price of \$29.95.



**Express Yourself, with Great Sounding Music and Great Style!**

Monster is committed to developing audio products that complement peoples’ lifestyles and reflect the way they enjoy music today, while faithfully reproducing all genres of music as the artists intended. That’s why the company designed Inspiration™ from the ground up to bring the very best audio reproduction to consumers who not only want to bring their music with them wherever they go, but also show off a sense of style, self-expression and fun.

With their advanced noise canceling capabilities, Inspiration headphones are perfect for busy commuters and travelers, as well as for everyone who wants to enjoy a deeper emotional connection to their music, coupled with ahead-of-the-curve fashion. Designed for both men and women, they feature a unique angled plush earcup, in addition to their super comfortable, extra wide interchangeable headband.

Head Monster Noel Lee noted: “Everyone at Monster is passionate about better sounding music – music is what inspires us. So to create our Inspiration over-ear headphones, we started by making ultimate quality sound our number one priority. But we didn’t stop there. By bringing together stunning, fashion-forward styling with true ‘higher definition’ audio performance, we are giving all serious music lovers an opportunity to think beyond their current listening choices and elevate both their listening experience and their self-expression. Just as some days you wear jeans and some days you might wear a tuxedo, these headphones with interchangeable bands let you choose whatever look or feel you want to express yourself, and feel ‘inspired.’ With Inspiration we can express ourselves exactly the way we want, wherever and whenever we want – and of course enjoy the kind of superior music listening experience only Monster headphones deliver.”

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

Like all Monster headphones, Inspiration incorporates a variety of sophisticated audio-enhancing headphone technologies, including leading-edge noise canceling that allows users to immerse themselves in the music they’re listening to. Inspiration headphones ensure an optimum audio experience, with a big high performance sound of extreme clarity, deep bass and full power that is the sonic signature of Monster 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, 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).

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