



For Immediate Release

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

MONSTER AND NUMARK JOIN FORCES TO SUPPORT DJ'S AND OFFER THE "ULTIMATE DJ RIG BUNDLE FROM MONSTER/NUMARK"

*-- Sound Like a Pro! With The Ultimate DJ Rig Bundle, Bought to You by Monster/Numark!
Everything DJs Need to Keep the Party Going – Because the Music Matters! --*

Anaheim, CA, January 19, 2012 — Monster, a global leader in high performance audio cables and power conditioning products for DJs, musicians, producers and engineers, announced that it is joining forces with **Numark**, the world's leading manufacturer of DJ equipment and technology to offer DJs a new level of convenience, affordability and performance. Monster and Numark will offer DJs a variety of attractively priced product "bundles," including the **Ultimate DJ Rig from Monster/Numark**, combining advanced Numark DJ equipment with Monster Pro MI power and connectivity products and more. The combination packages will combine Numark's sophisticated products and innovative DJ-focused features with cutting-edge Monster technologies to deliver best-in-class sound quality, power and performance, with all of today's leading-edge capabilities prized by working DJs, producers, engineers and musicians.

A Shared Passion for Creating Ultimate Performance Gear

The Monster/Numark alliance brings together two of the professional audio industry's most prominent manufacturers, with a shared passion for creating ultimate performance gear that helps DJs sound their best and "keep the party going." Only Numark and Monster could team up to provide DJs with the benefits of such convenient and attractively priced combination packages. In addition, because many of the world's hottest DJs are affiliated with both Numark and Monster, the new alliance will allow the companies to integrate their DJs for high visibility events and initiatives throughout the year.

Sound Like a Pro! With the Ultimate DJ Rig Bundle from Monster/Numark!

Thanks to the Monster/Numark alliance, DJs will be able to purchase the Ultimate DJ Rig Bundle from Monster/Numark, combining all the Numark and Monster gear they need to achieve their very best. Packages will include products such as Numark's cutting-edge MixDeck and NS6 digital DJ systems, as well as Monster USB connectivity solutions, Monster Power Strips, Powerline and ScreenClean products and more.

Noel Lee, the Head Monster, noted: "Today's working DJs are truly the front-line ambassadors and performers for all kinds of music. In order for them to achieve their best and reach their full potential, they need high-performance, rugged and flexible gear capable of matching their creativity and passion. Monster and Numark are joining forces in order to celebrate the young creator, find and support hot new DJs on the rise – and we are doing it 'Because the Music Matters!'"

Numark CEO, Jack O'Donnell continued: "Numark is committed to bringing high quality gear to DJs everywhere, and Monster shares our passion for creating superior tools for DJs. We couldn't be more excited about partnering with such a well established, well regarded brand, and we're looking forward to a long and productive partnership!"

ABOUT MONSTER

Monster was founded by Head Monster Noel Lee with a commitment to creating products under the Monster Cable® brand to literally "make music sound better." Today, Monster has grown and diversified to become the world's leading manufacturer of connectivity solutions for high-performance audio, video, car audio, computer, console and computer gaming, as well as a leading innovator in the field of iPod®, iPhone™ and iPad™ accessories and professional audio and sound reinforcement. As part of its commitment to improving the music listening experience, Monster worked with Dr. Dre and Interscope Geffen A&M Chairman Jimmy Iovine to create the Beats™ by Dr. Dre™ headphone line, including the Heartbeats by Lady Gaga headphones. The company is also continuing to innovate with its own line of Monster brand headphones, including "Turbine Pro™ In-Ear Speakers™," the first in-ear headphones geared for use by music professionals and audiophiles. Additionally, under its Monster Power® brand, the company is the leading manufacturer of high-performance AC power line conditioning and protection products for audio/video systems.

Explore the world of Monster at www.monsterproducts.com.

About Numark

Numark is obsessed with designing equipment that meets the individual need of every DJ. That's why the sound of Numark has been present in scratches, breaks, and beats for more than 30 years. Numark has produced dozens of products that changed the landscape of the DJ world. Numark's innovations include the world's highest-torque turntable motor, the first 100% digital 10" scratch mixer, and the first CD players that provide simultaneous control of multiple effects. Today, Numark is at the forefront of professional digital tools that leverage the power of Apple's iPod®, with the DJ in mind. Numark continues their tradition of innovation by producing breakthrough video products for the ever-growing number of VJs and digital DJs.

Check out all of Numark's products at <http://www.numark.com>.