Runners Rejoice!

adidas Sport adistar Bluetooth by Monster is the Ultimate Untethered Headphone for Active Lifestyles

In-ear model Bluetooth delivers Pure Monster Sound™ with unprecedented comfort while staying secure during the most rigorous workouts

LAS VEGAS, January 5th, 2016 – adidas and Monster present the adidas Sport adistar™ Bluetooth by Monster In Ear headphones that were designed to meet the needs of the most demanding runners and cross trainers.

These Bluetooth headphones, enhanced by aptX® technology for a richer wireless listening experience, deliver Monster’s signature Pure Monster Sound with dynamics and deep bass to inspire athletes of all levels to reach their maximum performance in each and every workout.

Standing up to the challenges of the most rigorous workouts, the adidas Sport adistar Bluetooth by Monster features Monster’s patented SportClip™ for maximized comfort and an unyielding no-slip fit. An assortment of five anti-microbial eartips of various sizes ensures a snug fit and superior noise isolation to keep users in the zone and focused on their workouts of all durations.

The adidas Sport adistar Bluetooth by Monster integrates the audio industry’s most advanced components, tuning techniques and methodologies to reproduce music with unprecedented clarity and range to create “Pure Audio Adrenaline.” Attractive streamlined styling and 100% sweat-proof and washable design keep them fresh and make them look as good as they perform.

A universal ControlTalk™ on-cable mic enables calls to be taken with convenient hands-free control and without missing a beat. These headphones are also supercharged with five hours of battery life to cover the longest training sessions and stay at the ready when needed.

The adidas Sport adistar Bluetooth by Monster in-ear headphones is launching at retail now for $99.95 / €99.95 / £79.95 on adidas.com, monsterproducts.com and at select retailers worldwide.

Follow the conversation on Twitter at @adidas and @monsterproducts.

ABOUT the adidas Group
The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach/Germany, the Group employs more than 53,000 people across the globe and generated sales of € 14.5 billion in 2014.

ABOUT MONSTER
For the past 35 years, Monster® has been a catalyst for innovation and big ideas. Discovering that cables in hi-fi systems influenced the sound, Head Monster Noel Lee developed Monster Cable - an immediate hit. Monster® engineered the sound of Beats® headphones, and has since become the world’s leading manufacturer of high-performance headphones, all featuring Pure Monster Sound™ technology. Today, the company offers advanced connectivity solutions for professional musicians, home entertainment, computing, mobile and gaming, as well as high performance AC Power and conditioning products. Monster® continues to lead in innovation with Monster having been granted over 500 Patents and 100 patents pending worldwide, offering more than 5,000 products in over 160 countries. Monster® also prides itself in helping those
who are in less-than-fortunate circumstances through Monster Cares. Above all, Monster® does what it does Because the Music Matters.

Explore the world of Monster at www.monsterproducts.com. To become a fan of Monster® products, please follow us on Facebook (www.facebook.com/monsterproducts) or Twitter (www.twitter.com/monsterproducts).

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