



## MONSTER ADDS MORE INNOVATION AND EXPANDS ITS RENOWNED iSPORT®

### LINE OFFERING MORE CHOICES AT DIFFERENT PRICE POINTS

*Expanded Monster iSport Fitness Headphones, Now With More Wireless Models at Different Price Points, Innovation Focuses on Comfort, Style, Safety and Workout Convenience*

**LAS VEGAS, NV, January 4, 2017** – Monster®, the global leader in personal audio, is proving why it's the champion in the fast-growing fitness headphone category, showcasing its newly expanded and improved family of award-winning **Monster iSport®** Headphones, **The Athlete's Headphone™**. Offering unrivalled comfort, a rugged design and more choices in fitness headphones than any other manufacturer, Monster's iSport line maximizes the power of music for athletes and provide workout enthusiasts with a jolt of "Pure Audio Adrenaline." The iSport family now features more innovation in a comprehensive range of models including four new wireless and three new wired options to suit all preferences, style choices and budgets. New wireless models include the In-Ear **Achieve BT** (SRP: \$59.95), **Intensity BT** (SRP: \$79.95) and critically-acclaimed **Victory BT** (SRP: \$99.99), along with a new On-Ear **Freedom v2** (\$199.99). New wired models include **Achieve** (SRP: \$29.95), **Strive v3** (SRP: \$39.95) and **Compete** (SRP: \$49.95).



#### **New Emphasis on Wireless, Plus More Premium Features Throughout iSport Line**

Noel Lee, the Head Monster, noted: "The fastest growing categories in headphones are fitness and wireless, and wireless is even more important today. With new smartphones being released without a headphone jack we wanted to expand our iSport family with more wireless choices. We also wanted to offer more premium features throughout the line, including in our lower priced wired models. Monster is proud to have been leading the way in the unprecedented growth of fitness headphones since the beginning, and to continue driving the segment with the expansion of our iSport lineup."

#### **The iSport Concept: Headphones as Fitness Gear**

All iSport fitness headphones are rugged, sweat-proof and washable and feature a durable, shock proof design with right angle connectors. Monster also focused on comfortable fit that remains in the ear even during the most rigorous workouts. Recognizing that ear shapes vary greatly, Monster engineered three separate sizes of ear-tips and created patented SportClip ear hooks. The iSport line includes models with differing sound isolation properties, allowing athletes to be aware of their surroundings to their optimal preference.

#### **More High-Performance Wireless Models**

Monster's new wireless iSport models offer users more high-performance choices suited to today's active lifestyles and sports activities. The ultra-lightweight new models feature the latest fashion colors in training apparel, attractive styling, specially engineered angled tips that form to your ears for unmatched comfort during workouts and in-line mics for uninterrupted ease of calling. They also deliver

the latest convenience features like **Universal ControlTalk™** for hands-free use, plus a **wireless range of at least 30 feet** on all models, with sound as good as wired and at least **7+ hours of consistent playback time** for even the longest workouts.

The new iSport wireless line consists of the following:

#### **iSport Achieve BT** (SRP: \$59.95)

- Durable and sweat-proof
- High isolation factor for focus
- One universal anti-microbial ear-hook with multiple ear-tips for perfect fit
- Low profile, flat cable
- Three Button ControlTalk™ lets users Play/Pause their music for on-the-go calls
- 5+ hours playback time
- Available in Black, Blue and Green



#### **iSport Intensity BT** (SRP: \$79.95)

- **NEW** reflective cable for extra safety running at night and in low-light environments
- Durable and sweat-proof
- Hybrid noise isolation
- Multiple anti-microbial ear-hooks for perfect fit
- Premium finish with high quality touch and feel
- USB charging cable and carry pouch
- 3-button Universal ControlTalk™ with Micro USB Charge point
- 6+ hours consistent playback time
- Available in Blue and Green



#### **iSport Victory BT** (\$99.99)

- **NEW** premium, smaller design
- **NEW** Two sound-engineered Monster Sound profiles (warm-up and sport) so you can customize your workout audio experience
- **NEW twisted, reflective cable for extra safety running at night** and in low-light environments
- Durable and sweat-proof
- Patent-pending airtight **OmniTip™** that offers ease of fit for any ear shape
- Multiple sized ear-tips
- High sound isolation, targeted at activities requiring a high level of concentration
- 8+ hours playback
- Available in Black, Blue and Green



#### **iSport Freedom v2** (\$199.99)

- Cutting Edge **Touch Sensing Controls** for play/pause, tracking and volume
- Three Listening Modes (wireless, wired and USB Direct Digital Audio)
- Two Different Sound Profiles (standard and “turbo” mode)
- Pair Two Devices to share music



- Low battery voice prompts and indicator LED's
- Built in high-intelligibility mic with advanced echo suppression
- Superior wireless performance (Apt-X)
- Durable and sweat-proof
- Available in Black

*In addition to the new wireless models, the new Monster iSport Wired models include:*

### **iSport Achieve** (SRP: \$29.95)

- One universal ear-hook
- High sound isolation
- In-line microphone
- Low profile flat cable
- Available in Black, Blue and Green



### **iSport Strive v3** (SRP: \$39.95)

- Three sets of patented **SportClip™** for perfect fit
- Sweat proof and durable
- Anti-tangle cable
- Partial noise isolation – great for outdoor running
- In-line microphone
- Mic for Hands-free Calling
- Available in Black

### **iSport Compete** (SRP: \$49.95)

- Includes three sets of ear-tips for perfect fit
- High sound isolation, targeted at activities requiring high level of concentration
- One-button ControlTalk™ for hands free calls
- New ergonomic in-ear shaping designed to provide extra comfort and stability
- Carry Pouch for Convenience
- Available in Blue and Green

### **About Monster**

For the past 36 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.

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