



beats. by dr. dre.

MONSTER

PRESS RELEASE

For Immediate Attention

Monster Announces Special Pre-Launch Debut of “Beats™ by Dr. Dre Tour™” High Resolution In-Ear Headphones, Featuring “Big Speaker Sound” and World’s First Tangle-Free Cables

Legendary artist and producer Dr. Dre, Interscope Geffen A&M Chairman Jimmy Iovine and Monster, a long-time leader in advanced audio/video cables and power conditioning products that has recently emerged as a leading headphone manufacturer, are proud to announce a special pre-launch market introduction of “Beats™ by Dr. Dre Tour™” the newest addition to their breakthrough Beats™ by Dr. Dre™ family of high resolution headphones. The new Beats Tour™ in-ear headphones will be available in limited quantities from early Spring 2009 at an expected retail price of around €149.95/£119.95. Details of availability and stockists are to be announced later.

The introduction of Beats by Dr. Dre earlier this year marked a significant milestone in headphone performance and style, providing consumers with a brand new level of listening quality, including the extreme clarity, deep bass and full power which had been lacking in conventional headphones. Now, with Beats Tour, the same powerful

Beats by Dr. Dre sound experience, including enhanced audio clarity and deep bass punch, is also available for the first time in a convenient and compact ear-bud style headphone.

Groundbreaking Sonic Performance

A host of innovative audio technologies combine in Beats Tour headphones to provide users with a new level of in-ear sound quality, including clear natural vocals, detailed highs, and deep powerful bass without distortion, making them ideal for reproducing the full sound of today's digitally produced, sonically demanding R&B, rock, and hip-hop music styles. Key to the groundbreaking sonic quality of Beats Tour is an innovative In-Ear Noise Isolation design that reduces external noise for a dramatically better music listening experience than traditional ear-buds. For total user comfort and flexibility, the headphones come with five custom-fit ear-tip sizes, ensuring secure fit every time.

In addition to offering a new level of great clarity, bass punch and overall sonic power, Beats Tour headphones solve the most common problem faced by ear-bud users - they're tangle-free.

Kevin Lee, The Little Monster, noted: "Monster's Beats by Dr. Dre is all about incredible sound. Making this happen in a tiny ear-bud was a major challenge. That's why we took four years to develop Beats by Dr. Dre Tour. We were simply not going to introduce them until they lived up to the "Beats by Dr. Dre promise! Making them tangle-free as well was, as they say, icing on the cake."

Beats by Dr. Dre Tour headphones come with a compact and rugged carrying case for safe storage.

ABOUT DR. DRE

In addition to being a multiple Grammy award winning producer, Dr. Dre is an artist who helped create groundbreaking records with the group N.W.A. and landmark multi-platinum solo albums *The Chronic* and *Dr. Dre 2001*. He is currently working on his third and final album, *Detox*. Dre has also shaped the careers of numerous artists including Snoop Dogg and Eminem, who is signed to Dre's record company, Aftermath Entertainment. Dre has been associated in

producing countless hits for a range of artists including 50 Cent, Gwen Stefani, Mary J. Blige and Eve with a combined worldwide sales total of more than 80 million records sold over the past two decades.

ABOUT JIMMY IOVINE

Jimmy Iovine is the Chairman of Interscope Geffen A&M Records whose artists include U2, Dr. Dre, Eminem, Gwen Stefani, Fergie, Mary J. Blige, Nelly Furtado and The Black Eyed Peas. Prior to founding Interscope in 1990, Iovine was an acclaimed record producer and engineer and was twice voted Producer of the Year by *Rolling Stone* magazine. He produced chart-topping albums for artists including U2, Tom Petty & The Heartbreakers, Dire Straits, Bob Seger, Patti Smith and Stevie Nicks and engineered albums for John Lennon and Bruce Springsteen.

ABOUT MONSTER

Monster, under its Monster Cable brand, is the world's leading manufacturer of connectivity solutions for high performance audio, video, car audio, computer, console and computer gaming, professional audio and sound reinforcement. Monster, under its Monster Power® brand, is also the leading manufacturer of high performance AC power line conditioning and protection products for audio/video systems.

Explore the world of Monster at www.MonsterCable.com

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