



PRESS RELEASE

For Immediate Attention

MONSTER AT GITEX 2009

Oct 18 - 22 - Dubai International Convention and Exhibition Centre
MONSTER STAND - NH-P20 (New Consumer Electronics Section)

“Beats™ by Dr. Dre™” High Definition Headphones at GITEX 2009

Legendary artist and producer Dr. Dre, Interscope Geffen A&M Chairman Jimmy Iovine and Monster®, a leader in audio/video accessories, are proud to showcase the **Beats by Dr. Dre** high definition powered isolation™ headphones at GITEX 2009.

To provide consumers with a brand new level of headphone audio performance with extreme clarity, deep bass and full power - which had been lacking in conventional headphones, Dr. Dre, Jimmy Iovine, and Monster set out to develop a new type of headphone with the capability to reproduce the full spectrum of sound that musical artists and producers hear in professional recording studios.

Noted Dr. Dre: “Artists and producers work hard in the studio perfecting their sound, but people can’t really hear it with normal headphones. Most headphones can’t handle the bass, the detail, and the dynamics. Bottom line: the music doesn’t move you. With Beats, people are going to hear what the artists hear and listen to the music the way they should – the way I do.”

After endless acoustical engineering research, Monster finally achieved the kind of rich, high definition sound Dr. Dre was seeking. By combining new advanced materials, sophisticated construction, extra large drivers, and a powerful digital amplifier, Beats by Dre deliver clear vocals, detailed highs, and super low, deep bass. Furthermore, to recreate the quietness of an isolated recording studio listening experience, they also feature powered ambient noise-isolation, allowing consumers to hear all the details and nuances in their music.

Beats by Dr. Dre are designed to provide maximum performance when used with all of today's portable music devices – and they're being released in time for use with the Apple iPhone™ 3G. In fact, for consumers who have an iPhone, Blackberry®, and other music-enabled phones, Beats by Dr. Dre come with additional Monster iSoniTalk™ headphone cable with integrated high grade microphone and answer button.

"Dre and I have been developing these headphones for a while and in Monster we found a partner that could work with us to crystallize his vision and develop them to the quality level he expects," said Jimmy Iovine, Chairman of Interscope Geffen A&M Records. "Beats by Dr. Dre are yet another example of Interscope's commitment to working together with its artists in developing new avenues to experience music."

Kevin Lee, VP of Product and Marketing for Monster, noted: "After three years of hard work, we were extremely excited about the Beats by Dr. Dre. This is the most advanced headphone ever built and delivers a music experience I think people will find amazing."

Beats by Dr. Dre feature a unique stylish look and fashion, and come with a convenient, hip carrying case. The wide adjustable headband, soft plush hinged ear cups and high-quality Monster cable makes the Beats listening experience unmatched for comfort and sound.

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 combined worldwide sales 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 and The Heartbreakers, Dire Straits, Bob Seger, Patti Smith and Stevie Nicks and engineered albums for John Lennon and Bruce Springsteen.

Release Ends : NO EMBARGO

ABOUT MONSTER

Monster is celebrating its 30th anniversary in 2009. The company 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® and iPhone™ accessories and professional audio and sound reinforcement. 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.monstercable.com.



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