



PRESS RELEASE

For Immediate Attention

Monster Turbine Headphones: The World's First High-Performance "In-Ear Speakers"

**Music Lovers Can Finally Enjoy True Big Speaker Sound
Wherever They Go**

Monster, well known for working with legendary musicians on countless productions recorded with Monster Cable and Monster Power products, is proud to announce the launch of its new **"Turbine In-Ear Speakers,"** the world's first high-performance in-ear headphones with specially engineered drivers that deliver impeccable audiophile-quality sound.

With the ever-increasing popularity of portable media devices, more and more people are using headphones for music listening, making them the most important connection between people and their music. Monster's new Turbine In-Ear Speakers were personally designed by the Head Monster Noel Lee, undergoing three years of rigorous research, development, and refinement. The advanced design and engineering of Monster Turbines offer music lovers a new way to enjoy big speaker sound in a compact in-ear headphone design. Monster Turbine In-Ear Speakers feature 8mm drivers precision-engineered for superb sonic detail that delivers the big sound, deep bass, and clarity that you'd expect from full size high-end speakers. To further enhance the listening experience, a selection of sound isolating eartips in multiple sizes offer a secure custom fit to seal out unwanted external noise. In addition, the advanced metal housing design minimizes unwanted vibration for even clearer sound.

Monster's advanced cable technologies also enable Turbines to deliver superior performance. Patented Magnetic FluxTube delivers more accurate audio, while MicroStrand conductors ensure maximum cable flexibility and better signal transfer.

Noel Lee, Head Monster, remarked: "Life is too short to listen to bad headphones. Unfortunately, ordinary headphones simply can't reproduce

the deep bass and rich highs of full-size speaker systems. Monster is on a mission to make headphones sound better, and our new Turbine In-Ear Speakers allow people to hear truly remarkable sound from in-ear headphones. The human ear can discern much more than any technical measuring device and the performance of Monster Turbines needs to be heard to be believed."

The debut of Turbine In-Ear Speakers is part of Monster's commitment to improve the quality of the portable audio experience, complementing the company's recent introduction of Beats™ by Dr. Dre, a brand new line of headphones co-developed with legendary artist and producer Dr. Dre.

Monster's Turbine In-Ear Speakers are available now at a suggested retail price of **£129.95**

For an online overview visit:

<http://www.monstercable.com/productdisplay.asp?pin=3959>

For details of stockists call: 01923 693766

Release Ends : NO EMBARGO/11th August 2009

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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