



beats. by dr. dre.

MONSTER

PRESS RELEASE

For Immediate Attention

Beats™ by Dr. Dre™ High Definition Headphones Now Available in White Finish

Legendary artist and producer Dr. Dre, Interscope Geffen A&M Chairman Jimmy Iovine and Monster®, a leader in audio/video accessories, have announced that their original Beats by Dr. Dre 'Studio' high definition powered isolation™ headphones are now available at Comet, HMV, and selected retail stores in an immaculate light-gloss white finish, at a recommended retail price of £279.95.

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. They wanted to produce a 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, 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. 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."

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.

ABOUT BEATS ELECTRONICS LLC

Established in 2006, Beats Electronics is the brainchild of legendary artist and producer Dr. Dre and Jimmy Iovine, Chairman of Interscope Geffen A&M Records, who 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. In January of 2008, Dre and Iovine

announced a partnership with audio innovator Monster Cable to engineer “Beats by Dr. Dre,” the most advanced headphones ever developed. Now, Beats Electronics continues to work with Monster to improve the quality of the portable audio experience and expand the Dr. Dre family of headphones to include in-ear speakers and artist branded products. For more information, please visit <http://beatsbydre.com/>

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