



MONSTER'S BEATS BY DR. DRE "HEARTBEATS BY LADY GAGA" NOW AVAILABLE IN UK
New In-Ear Headphones with Lady GaGa Style and the Sound of Dr. Dre

"Heartbeats by Lady GaGa", the latest addition to the hugely popular Beats by Dr. Dre headphone family from Monster are now widely available in the UK from Comet and HMV stores.

"Heartbeats by Lady GaGa" are engineered to deliver all the music the artist intended you to hear, with incredible sonic clarity, pounding bass, and all the power demanded by today's music. The self-inspired design, including every detail developed with Lady GaGa, is both a unique reflection of Lady GaGa's style and fashion sense as well as her commitment to the sound quality of her music and the way it's heard.

Lady GaGa explains her motivation behind "Heartbeats by Lady GaGa": "In the deepest hour of the night, I confess to myself three things; I would die if I was forbidden to write, forbidden to love, or forbidden to fashion. Heartbeats embody the trinity of my human-being, with one additional vow: that SOUND matters. Wear heartbeats, love each other, and celebrate the art and lifestyle of music."

Noel Lee, Head Monster, noted: "Heartbeats not only had to look great, they had to sound great. Using Monster's latest headphone technologies, that vision comes true. There is no headphone that sounds quite like it, regardless of price. Hope you love listening to it as much as we did creating it. Enjoy."

The goal of the Beats by Dr. Dre headphone family from Monster has always been to improve the listening experience and hear music the way the artists create it to be heard. Jimmy Iovine, Chairman of Interscope Geffen A&M Records, worked closely with Dr. Dre and Head Monster Noel Lee to tune and refine the Beats by Dr. Dre headphone sound, to ensure that Lady GaGa's vision of great sound and style was reflected in the final product

"Heartbeats by Lady GaGa" are designed to give users a high-performance headphone option that literally doubles as a high-tech fashion accessory or attractive piece of jewellery. They feature a multi-faceted, glossy surface and high-tech build materials, with a jewel-inspired earpiece cosmetic. The headphones are available in three separate versions, including a metal body with rose red jewel-shaped earpiece, metal body with all chrome jewel-shaped earpiece and black-on-black body and jewel-shaped earpiece design. The headphones are outfitted with a specially design stylish and tangle-free cable.

The new "Heartbeats by Lady GaGa" come in a beautifully designed red carrying case and an assortment of ear-tips to ensure maximum comfort and fit for every wearer. They also feature Monster's exclusive flat cable design that not only integrates into the look and feel of heartbeats, but makes them tangle-resistant.

Available in Black, Chrome and Red at a suggested retail price of £79.95

For more information go here: <http://www.beatsbydre.com/>

Release Ends/No Embargo

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Please note - there are no review samples available.

More images are available for download at: <http://assets.monstercable.com/>

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All information provided, including specifications, details and prices, are subject to change without notice. Prices include VAT and are suggested retail.

ABOUT LADY GAGA

Lady GaGa exploded onto the global cultural landscape this year with her catchy pop anthems and her fashion-forward aesthetics. Worldwide she has sold more than four million copies of her debut album, *The Fame*, and more than 15 million singles, making her music's biggest breakout star of the year. She is only the third artist in history to claim three #1 hits from a debut album ("Just Dance," "Poker Face" and "LoveGame").

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