



## PRESS RELEASE

For Immediate Attention

### **MONSTER, BEATS BY DR. DRE, LADY GAGA, AND RED TEAM UP TO HELP ELIMINATE AIDS IN AFRICA**

**Portion of the Proceeds from the Sales of the New (PRODUCT) RED  
Special Edition Beats Solo HD Headphone to Go Directly to the  
Global Fund to Help Eliminate AIDS in Africa**

Monster®, Beats™ by Dr. Dre™, Lady Gaga and (RED)™ are teaming up to help eliminate AIDS in Africa. The group has announced a new Monster **(PRODUCT) RED™ Special Edition Beats Solo HD Headphone**, in which \$5 from the sale of each product will go directly to the Global Fund to support AIDS programs in Africa that provide testing, counselling, treatment and other services for those affected by AIDS. In addition, the group announced that a special Heartbeats™ headphone will be developed for (RED) later this year.

“We’re honoured to have the opportunity for Beats by Dr. Dre to join Lady Gaga with Bono and (PRODUCT) RED in its effort in fighting AIDS in Africa,” said Jimmy Iovine, Chairman of Interscope Geffen A&M Records. Noel Lee, the Head Monster, noted, “Monster has always been committed to developing products and technologies that make music sound better, but we’re also a family business that feels just as strongly about doing everything we can to share the success we’ve had and give something back. That’s why we’re so pleased to be able to join in offering the **(PRODUCT) RED Special Edition Beats Solo HD Headphone**. This launch allows us to share a product with the world that will help people not only get more enjoyment from the music they love, but know that they have contributed to helping make the world a better place.”

“Music is part of (RED)'s DNA. We were co-founded by Bono, we sponsor (RED) NIGHTS concerts, and we partner with companies like Apple and Shazam. Partnering with Beats by Dr. Dre builds on this and gives music fans a way to help reverse the epidemic of AIDS in Africa by listening to the music

they love,” said Susan Smith Ellis, CEO, (RED). “Through partnerships like this, we’ve generated more than \$140 million to support the Global Fund's fight against AIDS. (RED)'s growth is based in part on people like Dr. Dre, Lady Gaga, Jimmy Iovine and Noel Lee making a stand against a merciless epidemic. We're proud to have them partner with us.”

**About the (PRODUCT) RED Special Edition Beats Solo HD Headphone**  
Music listened to through headphones should capture all the sonic details the artist intended for consumers to hear. However, normal headphones cannot deliver the rich, full sound of today’s digital audio tracks. The new **(PRODUCT) RED Special Edition Beats Solo HD Headphones**, like all Beats by Dr. Dre Solo Headphones, designed for today’s active lifestyles, deliver sound so real that listeners will be amazed by the music coming from something so compact and portable.

To provide users with the ultimate in convenience and performance when used with today’s portable music devices, **(PRODUCT) RED Special Edition Beats Solo HD Headphones** feature Monster’s “ControlTalk,” an advanced on-cable feature that provides users with full control of their listening experience when using their 3GS iPhone®, iPod® shuffle and other new iPods and portable music devices.\* The special Monster ControlTalk™ headphone cable features an integrated high grade microphone and answer button and allows users to access their music and answer phone calls without having to reach into their pocketbook, backpack or pocket.

The ControlTalk remote and mic are supported by iPod nano (4th generation), iPod classic (120GB), iPod touch (2nd generation), and iPhone 3GS and newer, but not all, Blackberry models. The remote is supported by iPod shuffle (3rd generation). Audio is supported by all iPod models. Requires software version 1.0.3 for iPod nano (4th generation), 2.0.1 for iPod classic (120GB), and 2.2 or later for iPod touch (2nd generation). Support for Blackberry varies by model. Subject to change.

**The Monster (PRODUCT) RED™ Special Edition Beats Solo HD Headphones are available in the UK at a suggested retail price of £169.95.**

**Release ends/no embargo**

#### **ABOUT MONSTER**

Monster 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. As part of its commitment to improving the music listening experience, Monster worked with Dr. Dre and Interscope Geffen A&M Chairman Jimmy Iovine to create the Beats™ by Dr. Dre™ headphone line, including the new Heartbeats by Lady Gaga headphones. The company is also continuing to innovate with its own line of Monster brand headphones, including “Turbine Pro™ In-Ear Speakers™,” the first in-ear headphones geared for use by music professionals and audiophiles. 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](http://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 that now includes an artist line with some of the biggest talents in music today such as Lady Gaga. Continuing its mission to improve the quality of the portable audio experience, Beats announced a major partnership with Hewlett-Packard in 2009 to expand the Beats by Dr. Dre family of headphones to include Beats Audio software in the HP ENVY line and a HP ENVY 15 Beats limited edition notebook PC. For more information, please visit <http://beatsbydre.com/>

#### **About (RED)™ and (PRODUCT)RED™**

(RED)™’s primary objective is to engage the private sector in raising awareness and funds for the Global Fund, to help eliminate AIDS in Africa. Companies whose products take on the (PRODUCT)RED mark contribute a significant percentage of the sales or portion of the profits from that product to the Global Fund to finance AIDS programs in Africa, with an emphasis on the health of women and children. Current partners are: American Express (U.K. only), Apple, Bugaboo, Converse, Gap, Emporio Armani, Hallmark, Dell, Nike and Starbucks. Since its launch in the spring of 2006, \$140 million has been generated by (RED) for the Global Fund. One hundred percent of this money is put to work in Global Fund AIDS grants in Africa with no overhead taken out. (RED) money is at work in Swaziland, Rwanda, Ghana and Lesotho. For more information, visit <http://www.joinred.com/>

#### **About the Global Fund**

The Global Fund is a unique global public/private partnership dedicated to attracting and disbursing additional resources to prevent and treat HIV/AIDS, tuberculosis and malaria. This partnership between governments, civil society, the private sector and affected communities represents a new approach to international health financing. The Global Fund works in close collaboration with other bilateral and multilateral organizations to supplement existing efforts dealing with the three diseases. Since its creation in 2002, the Global Fund has become the dominant financier of programs to fight AIDS, tuberculosis and malaria, with approved funding of US\$ 18.4 billion for more than 600 programs in 144 countries. To date, programs supported by the Global Fund have saved 4.5 million lives through providing AIDS treatment for 2.3 million people, anti-tuberculosis treatment for 5.4 million people and the distribution of 88 million insecticide-treated bed nets for the prevention of malaria.

**PRESS CONTACT**

In the UK and Éire : Andy Giles, Media Relations, Monster Europe  
[andy@andygilesassociates.co.uk](mailto:andy@andygilesassociates.co.uk)