



beats. by dr. dre.

MONSTER

## **PRESS RELEASE**

### **For Immediate Attention**

# **Sean “Diddy” Combs, Monster and Beats™ by Dr. Dre™ Announce Upcoming Availability of Diddybeats™ in Europe Feature Advanced Grand Breaking Audio Technologies for In-ear Headphone Performance**

Monster, leader in manufacturing and design of high-performance headphones, and Beats™ by Dr. Dre™, co-founded by legendary artist and producer Dr. Dre and Interscope Geffen A&M Chairman Jimmy Iovine, are proud to announce the upcoming availability of **Diddybeats** in Europe.

Available in black, white and pink versions, Diddybeats is the latest addition to the hugely popular Beats by Dr. Dre headphone family from Monster and was created in conjunction with music entrepreneur and fashion icon Sean “Diddy” Combs. Diddybeats will be available in the UK starting June 28th, and there are also plans to roll out the headphones in additional European markets beginning in July.

“My mother played music for me as a child, and I grew up loving the way music made me feel. It brought out joy and pain. It was my first career, my first love. No matter how many roads I travel, my heart always takes me back there. Music is my life, and Diddybeats is an expression of how great sound makes me feel,” said Sean “Diddy” Combs.

“What Diddy has done with Sean John is incredible,” said Jimmy Iovine, Chairman of Interscope Geffen A&M Records. “His marketing genius combined with his sense of design and fashion is unparalleled in the music business. When you think of how rare it is for someone who comes from the entrepreneurial creative side of music to turn it into something as extraordinary as what Diddy has done with Sean John – the air is very thin. We felt it would be great to bring that sensibility to Beats by Dr. Dre headphones; the fact that he also happens to be a great record producer made the fit all the more perfect.”

### **Advanced Audio Technologies from Monster Deliver Extreme Clarity and Deep Bass**

Diddybeats feature advanced audio technologies that break new ground for in-ear headphone performance, combining the deepest bass tones with the clarity of high frequency production and making them ideal for use with all types of music, from hip-hop and rock to jazz and classical. The remarkable sonic performance is made possible through the use of new materials and innovative patent pending designs, allowing users to hear details in their music they may never had heard before.

Head Monster, Noel Lee noted: "The goal of Beats by Dr. Dre headphones has always been to bring serious music listeners a new way to enjoy truly great sound, and to hear every nuance of the music the way the original artist intended it to be heard. With Diddybeats, we were fortunate to be able to work with Diddy, one of the world's most meticulous recording artists, to fine-tune the sound, and the results are nothing less than astounding."

### **Trendsetting Design Echoes Diddy's Sean John Fashion Label**

In addition to their leading-edge sonic technologies, Diddybeats in-ear headphones also incorporate design elements that echo the sensibilities and trendsetting style of Diddy's critically acclaimed international fashion label Sean John. As such, Diddybeats are a 21<sup>st</sup> century combination of sophisticated styling and cutting-edge technology. The elegant headphones are made from high-tech aluminium, wrapped with the look and feel of leather and polished endcaps. Customers can get more information on Diddybeats at [www.diddybeats.com](http://www.diddybeats.com).

Diddybeats come in an exclusive Sean John-inspired travel case and with an assortment of eartips to ensure maximum comfort and fit for every wearer. They also feature Monster's exclusive matching flat cable design that not only integrates into the overall look and feel of the headphones, but also makes them tangle-resistant.

Diddybeats are being made available with the Monster ControlTalk™ headphone cable\*, which can be used with iPhone™ and iPod® for music playback control as well as to take hands-free calls with iPhone and many smartphones. 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 functions are supported by iPod nano (4th and 5th generation), iPod classic (120GB/160GB), iPod touch (2nd generation), iPhone 3GS, and iPad. The remote is supported by iPod shuffle (3rd generation). Audio is supported by all iPod/iPhone/iPad 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).

### **Additional note regarding Diddybeats and BlackBerry®:**

The white version of Diddybeats is compatible with all BlackBerry smartphones. The pink and black versions do not support volume and tracking control.

For a full compatibility chart, visit <http://www.monsterheadphones.com/> and click "ControlTalk".

**Diddybeats are available in the UK at a suggested retail price of £139.95.**

**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)

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**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. 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 Sean “Diddy” Combs**

Sean Combs, the CEO and founder of Bad Boy Worldwide Entertainment Group is a multifaceted entertainment powerhouse. Sean “Diddy” Combs was recently declared “One of the Most Influential Businessmen in the World” by Time Magazine and CNN. Combs, 40, oversees one of the world's preeminent urban entertainment companies, encompassing a broad range of businesses including recording, music publishing, artist management, television and film production, recording facility, apparel, fragrance and restaurants.

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