



PRESS RELEASE

For Immediate Attention

MONSTER INTRODUCES “JAMZ™” HIGH-PERFORMANCE IN-EAR HEADPHONES: ‘VIRTUALLY INDESTRUCTIBLE’

Monster, fast becoming one of the world’s leading manufacturers of high-performance headphones, is combining astounding audio performance with unprecedented affordability in its new range of “Jamz™” in-ear headphones – designed to bring outstanding Monster sound to a broader range of headphone users than ever before. The line is led by the virtually indestructible flagship Jamz and includes the super compact, entry-level Lil’ Jamz.

With their solid metal construction and advanced Monster audio-enhancing technologies, Monster Jamz are the ideal personal listening solution for today’s on-the-go consumer. Engineered to the same exact standards as all high-performance Monster headphones, Jamz offer users an opportunity to experience their music with deep, powerful bass and crystal clear high frequency response.

100% Solid Metal Construction, Advanced Monster Cable and More

Key to the high-performance audio of Jamz is their 100% solid metal construction. In addition to making them virtually indestructible, the patent-pending machined-billet metal housing cancels unwanted vibrations for the purest sound imaginable. Additionally, Jamz’ bright scratch- and corrosion-resistant chrome finish is a more durable surface than anodisation, plastic or paint and ensures that the headphones maintain their attractive styling and brand new look.

To further enhance audio performance, Jamz come with advanced Monster cable, featuring patented technologies for accurate and clear audio, with 24k gold contacts for maximum signal transfer and corrosion resistance. A rugged cable strain relief system protects the cable and withstands heavy-duty use, and a cable management clip controls and keeps weight off the headphones, ensuring they stay in the user’s ears. Jamz come with a stylish and protective clip pouch for easy protection and cable

management.

Finally, because proper fit is essential to the performance of in-ear headphones, all Jamz headphones come with multiple pairs of different sized eartips. The custom-designed eartips provide the superior isolation needed to shut out the outside world. In addition to the added comfort, the eartips remain snugly in the ear, even while the user is active.

Lil' Jamz: Same Great Performance and Durability in More Lightweight Package

The new Lil' Jamz headphones give today's fast-paced digital generation an even lighter and more compact option than their "big brother" sibling Jamz - without sacrificing any of the great Jamz performance or features. Featuring a vibrant black chrome finish in an ultra-portable design, Lil' Jamz are just as sonically pleasing as Jamz, and just as stylish.

To provide Jamz users with the ultimate in convenience and performance when used with today's portable music devices, Jamz are all available with ControlTalk, an advanced on-cable feature that provides users with full control of their listening experience when using their 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 debut of Monster's Jamz line of headphones is part of Monster's ongoing commitment to improve the quality of music reproduction. The company's line of advanced headphones includes the acclaimed Turbine™ In-Ear Speakers™ and Turbine Pro In-Ear Speakers, as well as the new "Miles Davis Tribute™" high-performance in-ear headphones, the world's first audio hardware product to bear the official name and signature of legendary trumpeter Miles Davis.

Suggested Retail Prices

Jamz: £79.95/ Jamz with ControlTalk: £99.95

Lil' Jamz: £69.95/ Lil' Jamz with ControlTalk: £79.95

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

For more about Monster headphones go to <http://www.monstercable.com/headphones/>

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