



## PRESS RELEASE

### For Immediate Attention

# MONSTER AND VIACOM INTRODUCE “MONSTER DNA™ WHITE TUXEDO” HEADPHONES

## Innovative Fusion of Entertainment, Technology and Fashion

Monster, a world leader in high-performance personal audio, and Viacom, home to the world's premier entertainment brands, are proud to debut the breakthrough Monster DNA White Tuxedo headphones. Reflecting leadership in today's fusion of entertainment, technology and fashion, Monster DNA White Tuxedo headphones were created by Monster as part of a global alliance with Viacom. The elegant new Monster DNA White Tuxedo headphones are currently available at [monsterproducts.com](http://monsterproducts.com) worldwide and available at selected Monster retailers in the \*UK at a suggested recommended retail price of £169.95.



### Monster DNA Features Pure Monster Sound™

Like all Monster headphones, Monster DNA White Tuxedo features the company's Pure Monster Sound, specially tuned by Head Monster Noel Lee, the audio engineer behind the sound of Beats by Dr. Dre® headphones. Pure Monster Sound uses Monster's latest proprietary technologies and sonic innovations to bring the full experience of live music-to-music lovers and concertgoers everywhere. Articulate, tight, and ultimately revealing, it's as close to live music as being on stage with the musicians.

## **Share Your Music with Monster Music Link**

Among the innovative capabilities of Monster DNA headphones is the Monster Music Link, which features dual-port inputs that allowing multiple users to connect their headphones at once and share their audio experience. Friends can enjoy all their music together in a brand new way, feeling every detail and beat, just as though they were in the studio or on stage with the musicians.

## **Monster DNA White Tuxedo: All Dressed Up for a Night on the Town!**

A bold, clear and iconic expression of the shape of things to come, Monster DNA White Tuxedo headphones are ideal for a night on the town when you want to look your absolute best and enjoy phenomenal sounding music at the same time. They sport a unique Duo Tone colour approach, with prominent White Tuxedo colours and striking black accents.

Designed with both the music and fashion consumer in mind, Monster DNA headphones features a distinctive “not-round, not-oval,” but totally new, bold and striking triangular shape. Extensive design considerations also include advanced, pillow-soft noise-isolating cushions that lock in sound so you can listen for hours and hours without distraction. The noise isolation keeps out extraneous noise and the total comfort prevents listening fatigue, which is great for hours-long listening sessions at the office, at home, or anywhere. Because Monster DNA is engineered for today's generation, where smartphone, communications and connectivity are as essential as their music, it features Monster's most advanced Control Talk™ feature, with an improved microphone and three-button controller, providing the best possible clarity for all calls.

Peter Griffin, EVP, Global Business Development – Viacom Media Networks, noted: “Viacom and Monster both have deep roots in music culture, and with Monster DNA White Tuxedo headphones we are providing fans with a new way to enjoy their music with great sound quality, while expressing their personal style. Both Viacom and Monster are committed to raising awareness for the importance of better sound, and we are pleased to provide Monster DNA with a global platform through our diverse entertainment brands, connecting with young audiences at the intersection of music and entertainment.”

## **Monster DNA Making a Positive Contribution**

Both Monster and Viacom are companies that are committed to making a positive contribution to society and to the world. Music is a very powerful platform, and building on the message that “music matters,” Monster and Viacom will use the Monster DNA headphones to help advance important pro-social causes that resonate with young music fans, including the global MTV Staying Alive Foundation, an international initiative to encourage HIV prevention, as well as SPIKE TV’s Hire a Vet and the VH1 Save the Music Foundation in the U.S.

\* UK stockists include Harrods and DSG (Currys/PC World and Dixons Travel).

All information provided is subject to change without notice. Price includes VAT. Street prices may vary.

**Release Ends/Dated: 7<sup>th</sup> July 2013**

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### **ABOUT MONSTER**

Monster was founded over 30 years ago by Head Monster Noel Lee, who was recently honoured with the prestigious Plus X Award®: Lifetime Achievement Award, as a company dedicated to creating products that enhance the sound quality of music. The company engineered the sound of the acclaimed Beats by Dr. Dre headphones, and has become the world’s leading manufacturer of high-performance, sonically superior headphones, all of which feature the company’s Pure Monster Sound. Monster is also the world’s leading manufacturer of advanced connectivity solutions for high-performance home entertainment, audio, home cinema, computer and gaming as well as a leading innovator in the field of mobile accessories and professional audio. The company also provides high-performance AC power line conditioning and protection products for audio/video systems, as well as energy-saving power products. Monster continues to lead in innovation with over 300 U.S. and international patents and dozens pending, offering more than 4,000 products in over 134 countries worldwide.

Explore the world of Monster at [www.monsterproducts.com](http://www.monsterproducts.com). To become a fan of Monster products, please follow us on Facebook at <https://www.facebook.com/MonsterProducts> or on Twitter at <https://twitter.com/monsterproducts>

## **ABOUT VIACOM**

Viacom is home to the world's premier entertainment brands that connect with audiences through compelling content across television, motion picture, online and mobile platforms in over 160 countries and territories. With media networks reaching approximately 700 million global subscribers, Viacom's leading brands include MTV, VH1, CMT, Logo, BET, CENTRIC, Nickelodeon, Nick Jr., TeenNick, Nicktoons, Nick at Nite, COMEDY CENTRAL, TV Land, SPIKE, Tr3s, Paramount Channel and VIVA. Paramount Pictures, celebrating its 100th year in 2012 and creator of many of the most beloved motion pictures, continues today as a major global producer and distributor of filmed entertainment. Viacom operates a large portfolio of branded digital media experiences, including many of the world's most popular properties for entertainment, community and casual online gaming.

For more information about Viacom and its businesses, visit <http://www.viacom.com/Pages/default.aspx> Keep up with Viacom news by following Viacom's blog at [blog.viacom.com](http://blog.viacom.com) and Twitter feed at <https://twitter.com/Viacom>

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