



## ***adidas* Sport meets Pure Monster Sound to Inspire Runners**

*adidas* and Monster join forces again to unleash the *adidas* Sport by Monster high-performance in-ear headphones for athletes. The first models to hit the street are the *adidas* Sport Response™ by Monster and *adidas* Sport Supernova™ by Monster. Both models make their international debuts at the London and Boston Marathons at the end of April 2015.

The Supernova model offers total noise isolation to help block out distractions, while the Response model has a non-isolating design that enables users to hear outside sound during activities such as running on roads or through urban environments.

*adidas* Sport by Monster headphones are the perfect mix of sport performance and sound technology, and offer attractive streamlined styling to ensure their looks match their performance. Each delivers Monster's renowned Pure Monster Sound™ derived from advanced components, tuning techniques and methodologies to get athletes in the zone and maximise their performance during each workout.

Robustly constructed from durable materials and battle-tested to withstand the most rigorous workouts, each model features Monster's patented SportClip™ for a comfortable non-slip fit, as well as a 100% sweat-proof design with anti-microbial eartips. Calls can be taken without missing a beat with ControlTalk™ on-cable mics for convenient, hands-free control.

The *adidas* Sport Response by Monster and *adidas* Sport Supernova by Monster in-ear headphones will be available from May, on [shopmonsterproducts.co.uk](http://shopmonsterproducts.co.uk), [monsterproducts.com](http://monsterproducts.com) and at selected retailers worldwide. RRP's are as follows:

- *adidas* Sport Response by Monster: £39.95
- *adidas* Sport Response by Monster (with ControlTalk): £59.95
- *adidas* Sport Supernova by Monster (with ControlTalk): £89.95

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## **ABOUT adidas Group**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach/Germany, the Group employs more than 53,000 people across the globe and generated sales of €14.5 billion in 2014.

## **ABOUT Monster**

For the past 35 years, Monster has been a catalyst for innovation and big ideas. Discovering that cables in hi-fi systems influenced the sound, Head Monster Noel Lee developed Monster Cable® – an immediate hit. Monster engineered the sound of Beats® headphones, and has since become the world's leading manufacturer of high-performance headphones, all featuring Pure Monster Sound™ technology. Today, the company offers advanced connectivity solutions for professional musicians, home entertainment, computing, mobile and gaming, as well as high performance AC Power and conditioning products. Monster continues to lead in innovation with Monster having been granted over 500 Patents and 100 patents pending worldwide, offering more than 5,000 products in over 160 countries. Monster also prides itself in helping those who are in less-than-fortunate circumstances through Monster Cares®. Above all, Monster does what it does *Because the Music Matters*.

Explore the world of Monster at [www.monsterproducts.com](http://www.monsterproducts.com) / [www.shopmonsterproducts.co.uk](http://www.shopmonsterproducts.co.uk). To become a fan of Monster® Products, please follow us on Facebook ([www.facebook.com/MonsterEU](http://www.facebook.com/MonsterEU)) or Twitter ([www.twitter.com/Monster\\_EU](http://www.twitter.com/Monster_EU)).

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