



PRESS RELEASE

For Immediate Attention

MONSTER PROUDLY ADDS RECORD-HOLDING SPRINTER AND 2008 OLYMPIAN CAROL RODRIGUEZ TO ITS ROSTER OF “MONSTER ATHLETES FOR iSPORT HEADPHONES”

-- 2008 Olympic Sprinter Joins Monster's GET FIT NOW Campaign; Announcement came during the National Physical Fitness and Sports Month in May -



Monster, leader in manufacturing and design of high-performance headphones, is proud to announce that Olympic athlete and record-holding sprinter **Carol Rodriguez** has become a “Monster Athlete for iSport™ Headphones.” Rodriguez will join other top athletes, including mixed martial artist star **Clifford Starks** and **Justin Hoyer**, world-renowned snowmobile, sled and dirt-bike freestyle specialist, as part of Monster’s GET FIT NOW campaign, an initiative to help inspire physical activity while espousing the benefits of Monster’s washable and sweat-proof **iSport*** headphones. iSport is the first Monster headphone designed for active listeners, combining superior audio performance with targeted features that help athletes achieve their very best.

The Los Angeles–born Rodriguez, whose father is of Puerto Rican descent, holds five national records for the Caribbean island – in the indoor 60 meters and outdoor 100 meters, as well as the 200 meters, 400 meters and 4x100–meter relay. A 2008 Olympian, she won two medals at the 2010 Central American and Caribbean games, and was named the 2006 Women's Athlete of the Year for Puerto Rico. She is also an ambassador for first lady Michelle Obama's campaign against childhood obesity. She is currently embarking on her return to the Olympics.

The announcement of Rodriguez' addition to the Monster "iSport team" came during May, which was declared National Physical Fitness and Sports Month in the US. Individuals and organizations across the country joined in the fun to help promote awareness of the value of physical activity in the pursuit of a happier, healthier, and more productive nation.

Key Benefits of iSport Headphones for Athletes

Among the many benefits Monster's **iSport** headphones offer athletes is that they are specifically designed for superior audio performance that does not fall out of the ear, giving athletes the drive to achieve more and win. Monster iSport In-Ear Headphones feature a variety of innovative advancements that set them apart from all others. For instance, they address one of the most common issues faced by active headphone wearers – the nagging problem of having their in-ear headphones slip out during strenuous use. Monster's iSport headphones solve this problem with a unique patented proprietary in-ear clip anchor system, which fits the curve of the inner ear securely. This key innovation provides maximized comfort and an unprecedented "no-slip fit" that ensures that the headphones will not fall out and stay in the ear no matter the conditions. iSport headphones feature a special adjustable ear pipe on the headphone housing. Because the angle of the ear pipe is fully adjustable it contours to the unique angles of each ear, helping create a perfect seal when combined with the variety of included ear tips. Further enhancing their appeal for active listeners, iSport headphones feature advanced noise isolation technology that allows listeners to block out distractions, focus on their sport and get into "the zone."

Sophisticated Audio Technologies: Because the Music Matters™

To create the ultimate sports headphone with the distinctively superior Monster sound, engineers utilized a variety of sophisticated audio-enhancing headphone

technologies. To ensure optimum sound quality at all times, iSport In-Ear Headphones feature a tight, custom fit audio seal thanks to the patented in-ear clip system and feature a variety of ear tips and the rotating ear pipe- these technologies ensure acoustic isolation that allows you to stay focused on your workouts and achieve your fitness goals. Like all Monster headphones, the super tough iSports are designed to deliver unprecedented levels of headphone audio performance with extreme clarity, articulation, and tight deep pounding bass that motivates you to achieve at your highest level of performance

***Monster iSport In-Ear Headphones retail at a UK SRP of £129.95**

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ABOUT MONSTER®

Monster is the world's leading manufacturer of premium headphones and 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. Head Monster Noel Lee founded the company more than 30 years ago with a commitment to creating products that literally “make music sound better” and it has continued to expand and diversify ever since. Under its Monster Cable® brand, the company leads the way in advanced audio, video, and data connectivity solutions, and under the Monster Power® brand, it provides high-performance AC power line conditioning and protection products for audio/video systems. Monster continues to lead in innovation with over 400 U.S. and international patents and 100 pending, offering more than 6,000 products in over 120 countries worldwide.

Explore the world of Monster at www.monsterproducts.com