



PRESS RELEASE

For Immediate Attention

**“HEAD MONSTER” NOEL LEE JOINS PIONEERING TECHNOLOGY LEADERS
SIR JAMES DYSON AND DR. AMAR G. BOSE AS
THIRD HONOUREE OF THE “PLUS X LIFETIME ACHIEVEMENT AWARD”**

*-- Monster™ Founder Noel Lee Honoured for His
Innovative Vision, Career Accomplishments and
Contributions to Shaping the Consumer Electronics
Industry; Nine Separate
Monster Headphones Also Win Prestigious 2012
Plus X Awards --*



*Noel Lee accepting his Lifetime
Achievement Award*

Monster, world leader in the manufacturing of high-performance headphones, connectivity solutions and consumer electronics accessories, is proud to announce that its company founder and “Head Monster” **Noel Lee** has been honoured with the prestigious **Plus X Lifetime Achievement Award**. The award is given to “those persons, who over a long period of time not only shaped the market but also significantly contributed to changes in the market.” It was presented to Mr Lee during a special awards ceremony in Cologne.

The two previous recipients of the Plus X Lifetime Achievement Award include Dr. Amar G. Bose (2008) and Sir James Dyson (2007). With a jury comprising more than 130 members from 32 countries and a variety of industries, 32 competent partners and a marketing investment of more than 25 million EUR, the Plus X Award is the world’s largest competition for technological, sport and lifestyle products.

Nine Monster Products Win Plus X Awards

In addition to Mr Lee’s honour, nine separate Monster headphones were recognized with prestigious Plus X Awards, which recognize sport and lifestyle products based on the categories of Innovation, High Quality, Design, Ease of Use/Functionality,

Ecology and Ergonomics. Winning Monster headphones include: **Inspiration** (High Quality, Design and Functionality); **Diamond Tears – Edge** (High Quality and Design); **Purity** (High Quality and Design); **VEKTR** (High Quality and Design); **Harajuku Lovers** (Design and Functionality); **Gratitude** (High Quality and Design); **NCredible NTune** (Design and Functionality); **Beats/Monster MixR** (High Quality, Design and Functionality).

Noel Lee: A Lifetime Passion for Music and Technology

Noel Lee is a graduate of Cal Poly College of Engineering and a former design engineer at Lawrence–Livermore Laboratory. His two great passions in his life have always been music and technology. They came together in 1978 when he developed and tested his theory that a new kind of loudspeaker cable could dramatically improve the way music sounded. Noel’s discovery led to the world’s first true high performance speaker cable – Monster Cable – which led to the founding of his business in 1979. Beginning with his first breakthrough high–performance speaker cables, Noel went on to create an entire new consumer electronics accessories industry. Today Monster’s products include not just cables, but mobile accessories and breakthrough audio products that bring new style and unprecedented audio performance to the personal music listening experience.

Today, Noel is concentrating on his mission is to “bring back” great audio performance for digital music listeners. In recent years, Monster has established itself as the clear world leader in advanced, high–performance headphones for all music lovers. In 2008, Monster collaborated with Beats by Dr. Dre and Noel engineered the acclaimed Beats sound. Within a few short years, Monster has gone on to dominate the headphone market, developing a line of critically acclaimed Monster headphones, including the reference quality Turbine Pros, engineered for a true professional–level in–studio listening experience. Noel is currently in the process of introducing a new line of headphones geared for every type of lifestyle and fashion sense. In many ways, Noel’s new mission to achieve phenomenal headphone sound has brought him full circle – he’s still tinkering to find the perfect sound – “Because the Music Matters.”

With Monster, Noel has also reconceived the power management and protection category, and the company’s many innovative products continue to break new ground. In addition, Monster offers a full line of advanced ScreenClean products to

help people keep their flatscreen TVs, laptops, cell phones, cameras, and more clean and safe and get the best performance from all their displays.

The Monster brand that Noel created has been featured on TV many times, including the popular “West Coast Customs,” and “Home Theatre Revolution” on The Discovery Channel, as well as in movies including “The 40 Year Old Virgin” and Oliver Stone’s upcoming “Savages.” Monster has partnerships with companies including the Walt Disney Company, HP and many others.

Monster holds over 400 U.S. and international patents and offers more than 4,000 products in over 100 countries.

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All information provided is subject to change without notice.

ABOUT MONSTER®

Monster was founded by “Head Monster” Noel Lee over 30 years ago as a company dedicated to creating products that enhance the sound quality of music. Recently, the company collaborated with Beats™ by Dr. Dre™ to create the acclaimed Beats sound and has since become the world’s leading manufacturer of high-performance, sonically superior headphones. Monster is also the global leader in 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. 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. To become a fan of Monster products, please follow us on Facebook (www.facebook.com/monsterproducts) or Twitter (www.twitter.com/monsterproducts).

About the Plus X Award:

With a jury comprising more than 130 members from 32 countries and a variety of industries, 32 competent partners and a marketing investment of more than 25 million EUR, the Plus X Award is the world's largest competition for technological, sport and lifestyle products. Plus X Award seals of approval are conferred upon products judged to possess at least one "Plus X" factor. Awards are given for new and innovative technologies, extraordinary design and intelligent, easy to use operating systems. Criteria such as outstanding ergonomic and ecological characteristics, along with the use of high quality materials and fine workmanship, are additional factors that contribute to sustainable products with long lasting value and are also honoured by the Plus X Award. The competition was created as a brand marketing tool and is being conducted for the ninth time in 2012.

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