



PRESS RELEASE

For Immediate Attention

MODEL HEIDI KLUM LOOKS CHIC WITH MONSTER DNA HEADPHONES AT LAX, LOS ANGELES INTERNATIONAL AIRPORT



Model Heidi Klum made a chic return from the 2012 MTV European Music Awards, arriving at LAX international airport in Los Angeles, with specially customised Monster DNA headphones.

Germany's most famous supermodel was first choice to host this year's MTV European Music Awards in Frankfurt. Monster had an impressive presence at this year's Awards, concentrating on its iconic new DNA range – fast becoming the latest Monster designer headphone range to be the most desirable to be worn by celebrities in public.

Monster, now the world's leading manufacturer of high-performance headphones and Viacom, home to the world's premier entertainment brands, announced a global alliance for the launch of Monster **DNA**. They are becoming available in Europe now and will be offered in seven different versions, including, initially, On-Ear models in Black, White, Cobalt Blue and Perfect Teal for a suggested retail price of **£169.95** as well as Black and White In-Ear versions at **£79.95**.

Image above and attached (Heidi Klum at LA Airport) must show credit to: – AKM–GSI.

DNA headphone hi–res image gallery

here: andygilesassociates.co.uk/images.monster dna

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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.