



PRESS RELEASE

For Immediate Attention

MONSTER® EXPANDS ACCLAIMED iSPORT™ HEADPHONE LINE WITH UNIQUE EAR-PIPE DESIGN FOR OUTDOOR SAFETY

New **Victory**, **Intensity** and **Strive** Headphones Build on Leading-Edge iSport Technologies, Deliver Powerful Pure Monster Sound™



Monster, a global leader in the manufacturing and design of high-performance headphones, is expanding its acclaimed line of leading-edge **iSport** Athlete's Headphones with three new sweat-proof and washable in-ear models, the flagship **iSport Victory™** (centre above), **iSport Intensity™** (left) and entry-level **iSport Strive™** (All UK prices to be confirmed). With added durability and a host of unique benefits for active users, the new models join the existing blue **iSport Immersion™** in the Monster line. Like all Monster headphones, the super tough iSport models deliver unprecedented levels of audio performance that will allow workout enthusiasts and athletes to maximize their performance while enjoying the best possible music listening experiences.

The Next Step Up in Audio Adrenaline, with Pure Monster Sound™

The new iSport athlete's headphones offer active listeners even more options for making iSport an integral part of their workout and exercise routines. Like all Monster headphones, the new **iSport** models deliver the company's Pure Monster Sound, a genuine sonic signature specially

designed by Head Monster Noel Lee, the audio engineer behind the sound of Beats by Dr. Dre® headphones. Articulate, tight, and ultimately revealing, Pure Monster Sound uses Monster's latest proprietary technologies to offer the full experience of live music, with clarity, articulation, and tight bass that motivates you to achieve a high level of performance.

The Perfect Athlete's Headphone for Everyone from Beginners to Pros

All sweat-proof and washable iSport headphones include advanced sonic capabilities that let users focus on their activities and workout at all times. The Head Monster Noel Lee explained why the company is announcing today's expansion of the iSport line, noting: "Our original iSport Immersion marked a pioneering step in athlete's headphones, providing active listeners with a new way to excel at their sport while enjoying great sounding music. This was the first headphone with the features and durability capable of really keeping up with even the most intense workouts. Today, we're building on our innovations in the sports arena, with two new iSport models targeted at everyone who wants to pump it up and achieve their very best, from entry level fitness enthusiasts to the most hard core workout buffs and professional athletes."

iSport Victory: Achieve Your Very Best

The new flagship, **Victory** improves on the original iSport foundation, with an even more comfortable ear-hook design, as well as an updated Omnitip for even better flexibility and snug fit. The result is an added level of audio that few sport headphones can deliver. With its powerful Pure Monster Sound and superior noise isolation, Victory users can stay focused on the most intense workouts and extreme outdoor sports.

iSport Intensity: Hear Some Ambient Noise, Without Sacrificing Audio Quality

The iSport **Intensity** is the first Monster in-ear headphone designed to allow users to hear some ambient noise while sealing in 100% of the music coming from their media. Perfect for outdoor safety while jogging or biking, as well as for socializing in the gym, Intensity is the first in-ear headphone that uses Monster's new patented ear-pipe design. Because users don't have to worry about having to remove the headphone to hear traffic or chat with workout buddies, Intensity adds a whole new level of convenience and versatility to the athlete's headphone, without any sacrifice in audio quality. Additionally, Monster's ultra-durable cable and reinforced "strain relief" keeps the cord stays safe and secure, even during rigorous workouts.

iSport Strive: The Ideal Entry Level iSport Solution

Like Intensity, the entry-level iSport **Strive**, Monster's most affordable high performance sport headphone, features a striking and ergonomic new aesthetic, with a newly designed flexible and super comfortable ear tip. The semi-open design of Strive also allows users to hear what is going on around them, while still enjoying the superior sound quality. Strive's compact design allows them to be fitted comfortably in the outer portion of the ear, but not inserted in the ear canal itself. Strive is every bit as durable, washable and submersible as Intensity. Notably, Monster's innovative Control Talk Universal™ is standard on the Strive, making it compatible for Play/Pause for most media players and smartphones.

Athlete-Friendly Innovations Throughout the iSport Line

All Monster iSport headphones feature a variety of innovative advancements. They set out to address one of the most common and nagging issues faced by active headphone wearers – having their in-ear headphones slip out during strenuous use. Monster solves 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 a no-slip fit that helps ensure that the headphones will not fall out but stay in the ear no matter the conditions.

Striking Design; Super Tough Build Materials

Monster's tough construction of iSport headphones and their super durable build materials allow users to enjoy an uninterrupted, excellent music experience while they run, jump, cycle or even hit the ski slopes. Most importantly, they are fully washable, allowing sports enthusiasts to clean them easily so they are ready to go for the next work out.

The new Monster iSport models are scheduled to be available in the UK from end-February 2013.

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UK Media Gadget /Techno-Media Contact

Andy Giles at andy@andygilesassociates.co.uk

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.

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