



PRESS RELEASE

For Immediate Attention

Swizz Beatz Purchases Co-Ownership Stake in Monster, Joins Advisory Board -- Company Prepares to Expand Market Share with Revolutionary Technology--

Brisbane, California, USA,, February 6, 2013 – Hot on the heels of ground-breaking product announcements at CES, Head Monster Noel Lee sets his sights on the company's next big step by recruiting the expertise of cultural icon Swizz Beatz. Swizz will join Monster as a member of the company's executive board after purchasing a co-ownership stake in the company. Noel Lee, who created the Beats by Dr. Dre® headphone sound, knew that creating the next big cultural movement in consumer electronics would not be easy, so he has called on Swizz's creative genius to help take the company to the next level.



Noel Lee says, "The products that we have planned are revolutionary in technology, sound, and style. We need the talents and reach of Swizz to help bring these products to life in the eyes of the consumer."

Renowned cultural icon, recording artist, record producer, DJ, fashion designer and artist Swizz Beatz will bring all of his expertise, passion and unique insight in helping Monster continue its innovation, development and marketing of entertainment products in today's fast-changing music and entertainment culture. Swizz will play an integral role in designing the company's strategy and planning, expanding the Monster brand with partnerships across the globe, much as he has recently done with the Reebok brand.



Swizz Beatz noted: "Monster has always been a go-to name for music electronics as well as a big part of music culture. Under the leadership of Noel Lee, who is a true genius, the company has literally been changing the way people listen to music for over 30 years. They built an empire, and my job will be to push the envelope – turn the lights of the castle up really bright and help Monster take its next big step forward. There will be some very exciting things happening in the year ahead, so stay tuned!"

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.

ABOUT SWIZZ BEATZ

With over 14 years of creating music for some of the biggest musicians in music history, Swizz has contributed to the sale of over 280 million records in just the US alone, working with the likes of Jay-Z, DMX, Beyonce, Kanye West, and Bono to name a few. In addition to several guest appearances and production credits, Swizz dropped his own album One Man Band Man in 2007. Swizz's latest single "Everyday Birthday" was released in November 2012. The single, which was produced by Swizz and Jukebox, also features Chris Brown and Ludacris and was accompanied by a video shot over a 3-day period in Cannes. In an ever-changing music industry, Swizz has deferred from the regular album release schedule and instead chosen to release a series of what he has coined "Memorable Moments," singles featuring various other artists released with accompanying music videos and other visuals. Swizz has also lent his creative contributions to the likes of global brands such as Reebok (Vice President - Sports Style Marketing, Design, and Brand Music Development) and Lotus Cars (Vice President of Design & Global Marketing). Swizz is also the first producer-in residence at New York University's Clive Davis' Recorded School of Music and worked with Christian Louboutin on a groundbreaking music collaboration, a cabaret show called Feu, which debuted in Paris this past March. Swizz's latest music venture is his new partnership with O&Media of Korea, in which his focus will be bridging the K-Pop music scene with Western music culture. Swizz also recently collaborated with The New York Knicks and created their 2013 theme song. When not creating music, Swizz is an avid art collector and painter whose goal is to inspire new artists around the world to express themselves and is working on opening his own international "new artist" art gallery. He is also a philanthropist who is involved in many charities and recently served as the first Global Ambassador for New York City's Health and Hospitals Corporation.

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