



## PRESS RELEASE

### For Immediate Attention

#### MONSTER® EXPANDS ACCLAIMED iSPORT® HEADPHONE COLLECTION WITH NEW ON-EAR FREEDOM, THE PERFECT WIRELESS WORKOUT SOLUTION

*– Bluetooth® Wireless iSport Freedom Joins Intensity™, Strive™, and Victory™, Building on Monster's Leading-Edge iSport Technologies, Delivering Powerful Pure Monster Sound™ –*

Monster, a world leader in high-performance personal audio, is proud to announce it is expanding its award-winning line of iSport Headphones with its first-ever on-ear wireless model, the iSport Freedom. The water resistant, anti-microbial and sweat proof Freedom features advanced Bluetooth wireless (Apt-X + AAC) capability for exceptional wireless sound quality for both music and phone calls, with full-frequency response to help users achieve their workout goals. Freedom joins Monster's in-ear models, the flagship iSport Victory, iSport Intensity, and entry level iSport Strive in the full collection. Waterproof and sweat proof, each iSport headphone is also anti-microbial, and the in-ear models are setting a new precedent for what a sport and fitness headphone can and should be.



With durability and a host of unique benefits, all iSport models deliver excellent levels of audio performance and “pure audio adrenaline” so workout enthusiasts and everyday athletes can maximize their performance while enjoying the best possible audio experiences.

### Bluetooth Capable iSport Freedom: The Perfect Wireless Workout

Even with the popularity of in-ear sports headphones, many active lifestyle and fitness enthusiasts still prefer the traditional 2-channel headphone form factor for comfort and durability, or simply because they may prefer the on-ear fit to an in-ear. The iSport Freedom is the first 2-channel on-ear music headphone built using rugged, anti-microbial and sweat-resistant materials, providing users with the best of both worlds.

Freedom delivers seamless wireless audio, so active users can focus on their workout without ever having to worry about tangled wires or any disruption. In addition to pioneering the inclusion of AAC and APTX for an incomparable wireless music performance, Monster meticulously engineered Freedom’s advanced microphones to deliver the clearest possible phone conversation performance for total versatility in the office or in the gym.

Freedom’s design is ideal even for intense workouts, and the specially designed antimicrobial soft ear cushions ensure bacteria-free comfort. Their lithium polymer rechargeable battery provides 30+ hours of music playback and calls. Notably, the button layout on the earcups has gone through extensive user interface testing in order to ensure that making calls, as well as play, pause, track and volume controls are

all simple and intuitive. The iSport Freedom wireless headphone also includes a 3.5m ControlTalk Universal™ microphone cable for direct hardwired use for smartphones if users wish to use their headphone with a direct, non-wireless connection.

### Pure Monster Sound Brings Superior Audio Quality to Active Listeners

Monster's iSport headphones offer active listeners the best way to integrate great sounding music into their workout and exercise routines. Like all Monster headphones, they deliver the company's Pure Monster Sound, a sonic signature specially designed by Head Monster Noel Lee. Articulate, tight, and ultimately revealing, Pure Monster Sound uses Monster's latest proprietary technologies to offer the full experience of live music, with extreme clarity, articulation, and tight deep pounding bass that motivates you to achieve at your highest level of performance.

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

### **Release Ends/Dated: 22<sup>nd</sup> August 2013**

Monster iSport Freedom On-Ear Wireless Headphones are available at selected Monster retailers in the UK at a suggested recommended retail price of **£240.00**.

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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.

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