



PRESS RELEASE

For Immediate Attention

MONSTER® INTRODUCES THREE NEW COLOURFUL DNA™ STYLES – TWO ‘NEONS’ – SILVER/GREEN AND YELLOW/ORANGE PLUS ROSE GOLD



Monster, a world leader in high-performance personal audio has launched a new colourful trio of DNA on-ear headphones. In addition to the current Monster DNA core colour offering– Black, White, Cobalt Blue and Perfect Teal – the line now offers three stunning newcomers; Silver on Neon Green, Yellow on Neon Orange and Rose Gold. Reflecting Monster’s pursuit of excellence in today’s fusion of entertainment, technology and fashion, the new colours give music lovers more ways to express their style and individuality. Monster’s new colour DNA headphones are due to become available in the UK during October at an expected SRP of around £170.00.

They feature the company’s breakthrough Pure Monster Sound™, specially tuned by Head Monster Noel Lee. Pure Monster Sound uses Monster’s latest proprietary technologies and sonic innovations to bring the full experience of live music to music lovers and concert goers everywhere. Articulate, tight,

and ultimately revealing, it's as close to live music as being on stage with the musicians.

Among the innovative capabilities of Monster DNA headphones is the debut of the Monster MusicShare™, which features dual-port inputs that allow up to five headphones to connect at once and share their audio experience. Friends can enjoy all their music together in a brand new way, feeling every detail and beat, just as though they were in the studio or on stage with the musicians.

Designed with both the music and fashion consumer in mind, Monster DNA features a distinctive triangular shape. The colour scheme itself is just as innovative, with the inside colour asserting itself just as prominently as the outer headband colour. Extensive design considerations in Monster DNA also include advanced, pillow-soft noise-isolating cushions that lock in sound so you can listen for hours and hours without distraction. The noise isolation keeps out extraneous noise and the total comfort prevents listening fatigue, which is great for hours-long listening sessions.

In another innovative design twist, you can customize your Monster DNA headphones with a look that's all you, from brushed steel to white leopard, with Monster DNA Custom Looks. The Custom Looks "skins" also give the headphones an extra layer of protection, and can be removed without leaving residue. Adding even more style flexibility, Monster is announcing its Factory Customization Program. Monster DNA is the first headphone that will allow users to select one of many unique patterns direct from the factory, including styles that are not sold either in retail stores or online.

Because Monster DNA is engineered for today's generation, where smartphone, communications and connectivity are as essential as one's music, it features Monster's most advanced ControlTalk™ feature, with an

improved microphone and three-button controller, providing the best clarity for calls.

Hi-Res Images of all models here:

[www.andygilesassociates.co.uk/Monster DNA](http://www.andygilesassociates.co.uk/Monster%20DNA)

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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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