



January 7th 2014, Las Vegas – Press Information

Key Messaging: Monster at CES 2014

Monster is celebrating its 35th birthday and has turned from a premium cable company to an inspiring music/technology/fitness platform for innovation, creativity and collaboration.

2014 marks Monster's 35th anniversary and benchmarks the company's evolutionary transition from a premium audio company to providing a platform for **innovation, creativity and collaboration**. Unlike other technology brands Monster embodies a unique approach to their partnerships and development programs, viewing them as an extension to their family, driving brands to grow, develop, create and lead. Monster's partnerships focus on innovation, excellence and lifestyle; how music and the technology through which you hear it is an integral part of modern living. At CES 2014, Monster is proud to announce their new collaborations across luxury, sports, media and entertainment, and to share their latest product innovations.

Summary of key announcements:

Partnerships

- **adidas and Monster** announce a partnership to create two headphones for the iconic *adidas Originals* label. The headphones will officially launch in a few weeks' time, in Germany
- **UFC and Monster** introduce their new line of headphones specially created and designed for the UFC entitled Octagon
- **World Poker Tour** has selected Monster as the official headphone provider. The two brands have inked a multi-year deal that will include Monster headphones at live events, 30-second TV commercials, on-set placement, branded segments on worldwide televised broadcasts, amongst others
- **Lamborghini and Monster** will be unveiling the *Veneno Roadster* that features High Performance Audio by Monster. This limited-edition Roadster is touted as the highest performing and most expensive Roadster Lamborghini has ever

made, with only nine being built worldwide. Shaquille O'Neal, Nick Cannon, Mick Fleetwood and Meek Mills will be on-hand for the official unveiling at the Monster CES booth, Tuesday January 7th, 1.30pm

Female focus

- **What Women Want:** one of the key drivers for Monster around CES is to showcase the company's extensive selection of beautifully designed and top of the range headphones created specifically to cater for the needs of female consumers. With the Diamond Tears headphones proving to be the company's best-selling product this Christmas, Monster has extended their female focused range:
 - o NEW: Diamond Tears presents Diamonds Limited Edition Colours
 - o NEW: Inspiration Lite — smaller, less heavy version of the popular Inspiration line (available Q2)
 - o NEW: N-Tunes— new pearl and matte collection

NEW Wireless Audio Devices

- **SuperStar**, the smallest high-end Bluetooth speaker with audiophile-quality sound
- **DNA Pro wireless headphone**, ultra-premium Bluetooth-enabled, fully-featured headphones \$449.95, available: Q2
- **iSport Freedom in business black**, latest addition to Monster's critically-acclaimed wireless sports headphone

Additional NEW innovations

- **GO-DJ**, a pocket sized, portable turntable mixer
- **24K headphone**, Inspired by Rapper Meek Mill's "24K Lifestyle"— this gold finished headphone is specially tuned with Pure Monster Sound, providing listeners with the next level sound

For more information, visit www.MonsterProducts.com/ces

UK Specialist/Techno Press Media Contact: Andy Giles at andy@andygilesassociates.co.uk