



## PRESS RELEASE

### For Immediate Attention

# MONSTER ANNOUNCES CREDIT CARD-SIZED RECHARGEABLE SMARTPHONE BACKUP BATTERY – THE MONSTER POWERCARD



Monster, a world leader in high-performance personal audio, has introduced one of the world's thinnest rechargeable smartphone backup batteries, the Monster POWERCARD. Monster pushes the boundaries of conventional smartphone and USB rechargeable devices with the POWERCARD by creating a solution that is sleek, ultra-thin and "supercharged" with Monster technology. The Monster POWERCARD™ is a universal rechargeable solution that can charge most smartphones on the market today. It easily fits in wallets/purses and blends seamlessly with high-tech lifestyle and colours.

#### **Monster POWERCARD: Lightweight, Powerful and Palm-Sized.**

The credit card-sized Monster POWERCARD, with its advanced Monster supercharging technology is capable of charging a smartphone in **up to a**

**third of the time** compared to standard USB 2.0 charging solutions. The Monster POWERCARD is available now at select retailers in 5 colours: Silver, Red, Black, Blue and Yellow (UK SRP £39.95).

## Notes for Editors

- Credit card sized portable battery
- 1,650 mAh Li-Polymer battery
- USB 1.5amp quick charge for output charging
- USB micro input charging
- Universal charging (includes Blackberry)
- LED indicators
- 5 eye catching colours available
- Serialization to avoid fraud

**Release Ends/Dated: 4th February 2014**

## UK Press Contacts

Andy Giles at [andy@andygilesassociates.co.uk](mailto:andy@andygilesassociates.co.uk)

Tim Bown at [tim@andygilesassociates.co.uk](mailto:tim@andygilesassociates.co.uk)

## ABOUT MONSTER

For the past 35 years, Monster has been a catalyst for innovation and big ideas. Discovering that cables in hi-fi systems influenced the sound, Head Monster Noel Lee developed Monster Cable – an immediate hit. Monster engineered the sound of Beats headphones, and has since become the world's leading manufacturer of high-performance headphones, all featuring Pure Monster Sound technology. Today, the company offers advanced connectivity solutions for professional musicians, home entertainment, computing, mobile and gaming, as well as high performance AC Power and conditioning products. Monster continues to lead in innovation with over 662 patents worldwide and 100 pending, offering more than 5,000 products in over 160 countries. Monster also prides itself in helping those who are in less-than-fortunate circumstances through Monster Cares. Above all, Monster does what it does **Because the Music Matters**.

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