



For Immediate Release

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MONSTER TO SUPPORT SEGS4VETS YEAR-ROUND, BEGINNING WITH CHARITABLE DONATION DURING JOHN LEGEND CONCERT AT CES 2010

-- "Head Monster" Noel Lee to Present Charitable Donation at CES; Ongoing Program to Include Web Site Support, Educational Initiative and More --

Las Vegas, NV, January 6, 2010 – Monster, a leading manufacturer of advanced consumer electronics accessories, today announced a year-round support and education program for Segs4Vets, an all-volunteer charity that benefits disabled U.S. veterans through the donation of Segways.

Monster's support program for Segs4Vets in 2010 will kick off at CES with a special charitable presentation by Head Monster Noel Lee during the **Monster Retailer Awards and Concert**, featuring six-time Grammy Award-winner John Legend, which will take place on Friday, January 8, 2010 at the Paris Hotel during CES 2010.

To help support Segs4Vets throughout the year, Monster will provide visitors to its website, www.monstercable.com, with a specially created section that will allow them to link directly with Segs4Vets and make donations. Additionally, the company will soon begin including an educational insert in selected Monster products to inform people about Seg4Vets and encourage donations.

The Segs4Vets program is an unprecedented grassroots effort administered by volunteers representing grateful Americans who passionately believe that when those serving the U.S. Nation are sent into harm's way and suffer serious injury and permanent disability they must have every resource and tool available to them which will allow them to live the highest quality of life possible. Monster Cable has long been a supporter of Segs4Vets. At last year's CES, the company donated more than \$25,000 to the group.

Noted Mr. Lee: "Monster is proud to be able to assist Segs4Vets, which we have been honored to help support in the past. As a family owned company, it has always been important for us to give something back to the communities in which we do business throughout the country. We also understand that with so many of our brave servicemen and women overseas, and with so many injured veterans here at home, it has never been more important for us to support our country and our armed services. It is a true privilege for us to be able to help in our small way and to encourage people around the country to learn more about this very worthy cause and lend their support in any way they can."

"The brave warriors who become permanently disabled while serving our nation deserve the best tools to live fulfilling and productive lives," said Jerry Kerr, the President of Segs4Vets.

"Our wounded warriors have many unmet needs and the Segs4Vets program was started not to be just a gift but as a tool which would allow those who refuse to be defined by their disability to not only live the highest quality of life possible but to fulfill their dreams and to continue to serve this great nation. The Segway has proven its value and helped restore dignity, independence and mobility to hundreds. We are very grateful to Noel, and all of the Monster Cable employees and partners, for their continued leadership in supporting this great program."

Attendance for the 2010 Monster Retailer Awards and Concert is by invitation only.

ABOUT SEGS4VETS

The Segs4Vets program was conceived and implemented with the assistance of General Ralph "Ed" Eberhart, USAF (Ret), President of the Armed Forces Benefit Association. Segs4Vets, an unprecedented grass roots effort sustained and administered by unpaid volunteers, was presented The Secretary of the Army's Public Service Award for distinguished public service in providing outstanding support to our nation's Veterans and is a member of Military, Veterans & Patriotic Service Organizations of America and has been certified as one of the best charities in America by the Independent Charities of America, an honor accorded fewer than 2,000 of the more than one million public charities in the United States. In 2006 it became the first organization, ever, to receive a blanket waiver from the United States military for its Segs4Vets program, allowing a gift in excess of \$1,000 to severely injured active duty members of the United States military who have served in Operation Iraqi Freedom or Operation Enduring Freedom. The Segs4Vets Program has awarded more than 400 Segways through 2009. For more information please visit www.Segs4Vets.org.

ABOUT MONSTER

Monster was founded by Head Monster Noel Lee with a commitment to creating products under the Monster Cable® brand to literally "make music sound better." Today, Monster has grown and diversified to become the world's leading manufacturer of connectivity solutions for high-performance audio, video, car audio, computer, console and computer gaming, as well as a leading innovator in the field of iPod® and iPhone™ accessories and professional audio and sound reinforcement. As part of its commitment to improving the music listening experience, Monster worked with Dr. Dre and Interscope Geffen A&M Chairman Jimmy Iovine to create the Beats™ by Dr. Dre™ headphone line, including the new Heartbeats by Lady Gaga headphones. The company is also continuing to innovate with its own line of Monster brand headphones, including "Turbine Pro™ In-Ear Speakers™," the first in-ear headphones geared for use by music professionals and audiophiles. Additionally, under its Monster Power® brand, the company is the leading manufacturer of high-performance AC power line conditioning and protection products for audio/video systems.

Explore the world of Monster at www.MonsterCable.com

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