



For Immediate Release

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**SUPERSTAR DIANA ROSS  
TO PERFORM AT “MONSTER CABLE  
RETAILER AWARDS AND CONCERT”  
AT CES 2009 IN LAS VEGAS**

*-- There Just “Ain’t No Mountain High Enough” to Keep Monster from  
Throwing a Show-Stopping Monsterous Bash at CES to Honor its Valued  
Retailers with Awards —*

**Brisbane, CA, November 11, 2008** — Each year, Monster Cable hosts what has become the biggest social event of the Consumer Electronics Show in Las Vegas – the **Monster Retailer Awards and Concert**. Over five thousand CE professionals from around the globe pack the house in anticipation of learning who will be honored with the coveted Monster Retailer Awards. Winners are chosen in a variety of categories including the top award, the Gold, for “Most Monsterous Retailer of the Year.” A world-class concert follows the ceremony. This year’s event will take place on Friday, January 9, 2009 at the Paris Hotel – and it promises to be a true CES show-stopper!

This year, Monster will prove that even in these tough economic times there simply “ain’t no mountain high enough” to keep everyone from having a Monsterously good time at its annual Retailer Awards and Concert. That’s because none other than the Queen of Motown herself, **Diana Ross**, will be this year’s very special guest artist for the concert.

“It’s very important for us to show our appreciation to our dealers both with our awards and with an unforgettable concert each year at CES,” stated Noel Lee, The Head Monster. “While the

word 'legend' is often used for entertainers, this year we have someone who unquestionably fits that description, Ms. Diana Ross. Not only did she dominate the music charts for decades, first with the Supremes and then as a solo artist, she is also a genuine movie star who has starred in such hits as *The Wiz*, *Mahogany* and, of course, *Lady Sings the Blues*, for which she received an Academy Award® nomination.”

With Motown records, Diana Ross and the Supremes had 12 number one hits (1964-70), including "Baby Love" and "Stop! In the Name of Love," and were one of the most successful pop acts of the decade.

Ms. Ross emerged as a solo artist in the '70s with hits such as "Ain't No Mountain High Enough" and "Touch Me in the Morning." During the 80's she continued to top the charts with hits including "Endless Love," "Upside Down" and "Chain Reaction.”

In 2006 she made the jazz charts with her album “Blue.” She recently released “I Love You,” an album of modern standards by the likes of Marvin Gaye, Bill Withers, Harry Nilsson and The Beatles.

Past Monster concerts have featured music greats like Mary J Blige, Stevie Wonder, Rod Stewart, B.B. King, Ray Charles, Crosby, Stills and Nash and James Brown.

Attendance for the Monster 2009 Dealer Awards and Concert is by invitation only.

#### **ABOUT MONSTER**

Monster is celebrating its 30th anniversary in 2009. The company 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. 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](http://www.monstercable.com).

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