

Monster And Viacom Introduce Monster DNA Headphones And A New Alliance To Support Music Culture

-- **Monster's next-generation audio line that supports music, the importance of sound, and the social causes the entertainment community cares most about will be unveiled globally across CMT, COMEDY CENTRAL, Logo, MTV, SPIKE, Tr3s, VH1 and VH1 Classic --**

NEW YORK, Sept. 4, 2012 /PRNewswire/ -- Monster, the world's leading manufacturer of high-performance headphones and electronic accessories, and Viacom, home to the world's premier entertainment brands, today announced a global alliance for the launch of a new audio brand **Monster DNA**. With Monster's latest advancement in sound engineering, Monster DNA headphones bring music listeners a new sound that is as powerful and striking as the bold design of the headphone itself. More than a headphone, Monster DNA will look to serve today's music listener and music artists with a focus on music sharing, music community, and social awareness reaching the music entertainment community globally through an exclusive integrated campaign across Viacom music and entertainment brands worldwide including *CMT, COMEDY CENTRAL, Logo, MTV, MTV2, mtvU, SPIKE, Tr3s, VH1 and VH1 Classic*.

(Photo: <http://photos.prnewswire.com/prnh/20120904/NY67054>)

Rooted in the technology behind music, Monster has been dedicated to improving the music listening experience, from its development of high-performance audio cable for audiophiles, to professional recording and instrument cables for musicians. Recently, the company changed the way people think about what a headphone can sound like when it engineered the sound of the popular Beats by Dr. Dre headphones.

Said Noel Lee, The Head Monster: "We're excited about what we have accomplished with next generation sound with Monster DNA. It's the evolution of what a headphone can look and sound like. Sonically, they completely kick ass yet still have refined sound qualities that all music lovers can appreciate."

Viacom will provide a global platform for the Monster DNA headphones through its diverse entertainment brands, which continue to innovate, create culture and connect with young audiences at the intersection of music and entertainment. "Just like Viacom's brands, Monster DNA headphones are designed to reflect the creativity and confidence of young people," said Jeff Lucas, Head of Sales, Music and Entertainment for Viacom. "Through this partnership, we're plugging Monster in to the deep connection we have with our young audiences, and giving our fans a new way to experience sound and express originality."

Monster DNA is Next Generation Everything

Designed with both the music and fashion consumer in mind, Monster took a very aggressive approach to evolve its audio signature, the technologies that make it possible, the not-square-or-round triangle speaker housing, and its fashion forward two-tone color design. Extensive design considerations included advanced ear cushion design and lightness for overall better ear comfort than similar on-ear headphones. "We tried to think of everything we could do to make Monster DNA better than anything out there for today's extensive music listener. We even included a nifty buddy jack to share what you're listening to, something we thought people might want to do but haven't thought about," added Lee.

Music Isn't the Only Thing That Matters

Music is a very powerful platform, building on the message that music matters, Monster and Viacom want to ensure that Monster DNA helps advance important pro-social causes that resonate with young music fans. The unprecedented alliance will benefit from the global marketing power of Viacom's brands and connect to many of its pro-social campaigns, including the MTV Staying Alive Foundation, SPIKE's Hire a Vet and the VH1 Save the Music Foundation.

Monster DNA to Debut at 2012 MTV Video Music Awards

The Monster DNA campaign will officially launch at the 2012 MTV Video Music Awards, airing live from Los Angeles on Thursday, September 6 at 8:00 p.m. ET/PT. The new headphones will be integrated into several elements, and VMA performing and presenting music artists and celebrities will have the first-hand look and sound experience when they receive special chrome versions, a nod to MTV's moon man. Monster DNA will also be integrated into the 2012 MTV EMA, airing globally from Frankfurt, Germany on Sunday, November 11th.

Monster DNA in Stores Soon

Monster DNA will be available in the U.S. in September and in Europe in October at the following retailers: Apple® stores worldwide, Best Buy and its Global Subsidiaries (Future Shop) and HMV Europe. They will be offered in seven different versions, including On-Ear models in Black, White, Cobalt Blue and Perfect Teal for a suggested retail price of \$199.95, as well as Black and White In-Ear versions (SRP:\$99.95).

ABOUT MONSTER

Monster was founded over 30 years ago by Head Monster Noel Lee, who was recently honored 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.

Explore the world of Monster at www.monsterproducts.com. To become a fan of Monster products, please follow us on Facebook (www.facebook.com/monsterproducts) or Twitter (www.twitter.com/monsterproducts).

ABOUT VIACOM

Viacom (NASDAQ-NMS: VIA, VIAB) is home to the world's premier entertainment brands that connect with audiences through compelling content across television, motion picture, online and mobile platforms in over 160 countries and territories. With media networks reaching approximately 700 million global subscribers, Viacom's leading brands include MTV, VH1, CMT, Logo, BET, CENTRIC, Nickelodeon, Nick Jr., TeenNick, Nicktoons, Nick at Nite, COMEDY CENTRAL, TV Land, SPIKE, Tr3s, Paramount Channel and VIVA. Paramount Pictures, celebrating its 100th year in 2012 and creator of many of the most beloved motion pictures, continues today as a major global producer and distributor of filmed entertainment. Viacom operates a large portfolio of branded digital media experiences, including many of the world's most popular properties for entertainment, community and casual online gaming.

For more information about Viacom and its businesses, visit www.viacom.com. Keep up with Viacom news by following Viacom's blog at blog.viacom.com and Twitter feed at www.twitter.com/Viacom.

Designated trademarks and brands are the property of their respective owners.

SOURCE Viacom

News Provided by Acquire Media