



Monster Brings Explosive Party Power to CES 2017 with Its Expanded Blaster Family of Portable Bluetooth Speakers

Building on Huge Success of Original Monster Blaster, New Line Features Exciting New Ravebox, Plus Five Models with Astoundingly Big Sound and Unmatched Lifestyle Features -

Las Vegas, NV, January 4, 2017 – Last year, **Monster®**, the world leader in premium headphones and speakers, created a new portable speaker category with its reimagined Boombox for the 21st century, the **Monster Blaster** speaker, the critically-acclaimed Bluetooth speaker. This year the company is staking clear leadership in the fast-growing portable wireless speaker market with a comprehensive line of six best-in-class models that offer consumers a wide range of features, performance characteristics and suggested retail prices ranging from \$129.95 to \$599.95.

Monster Blaster Family Redefines Concept of Portable Outdoor Party Music

Building on the huge success of its critically-acclaimed original Monster Blaster, Monster has created an entire Blaster family with six models that redefine the concept of portable outdoor party music. In addition to the original **Blaster** (MSRP: \$449.95), the line has been expanded to include **Ravebox** (MSRP:\$499.95), bring the festival home with this one-of-a-kind party starter that features a spectacular built-in LED light show that synchronizes to your music and lets you and your friends groove all night long. Additional models in the Monster Blaster family include **Nitro** (MSRP: \$349.95), **Dynamite** (MSRP: \$249.95), **Firecracker** (MSRP: \$149.95), and bringing the party to the pool and blowing the competition *into* of the water... **Battleship** (MSRP: \$599.95). All models deliver the unique listening experience of **Pure Monster Sound™** wirelessly—with tight and deep bass and powerful dynamics for the ultimate in emotional impact.

Noted Head Monster Noel Lee: “With the introduction of our original Blaster, Monster brought our A-game to the portable wireless speaker category, and we literally blew everyone else out of the water. Now, with the expansion of our family to include Ravebox, Dynamite, Firecracker,

Nitro and Battleship models, we're giving every type of music lover the opportunity to choose the indoor/outdoor party solution that's perfect for their lifestyle."

Ravebox – Bring the Festival Home

The Monster **Ravebox** is poised to be one of the Blaster family's most popular new speakers. In addition to its mesmerizing synchronized LED light show capabilities, Ravebox offers the same powerful high-wattage bi-directional sound as the original Blaster, with full and deep bass. The secret to the explosive sound is an innovative design and technology that features including a V-shaped angled cabinet with drivers on both sides that project on either side of the speaker. This creates direct and reflective sound that comes towards you and bounces off the wall to create a completely immersive experience that Monster calls **V-Sound™**. They also features Monster's proprietary **PowerBass™**, an integrated powered subwoofer for real bass response. Ravebox also offers **Indoor and Outdoor Dual EQ Voicing Profiles** that optimizes the sound for any environment, and enhances bass further for outdoor listening sessions. Bluetooth and USB connectivity, as well as classic styling that will look great on anyone's shoulder or at any social gathering. Best of all, Ravebox has 12 hours of continuous battery power, so you can literally dance the night away! Adding to its modern convenience features, Ravebox features a USB charging port so you can recharge your smartphone while partying.



Then the Party Explodes with Firecracker, Dynamite and Nitro...

With three high-performance three internal speaker drivers, the rugged, compact **Firecracker** lets you "ignite your sound," delivering a big, bold sound in any environment. Firecracker also features a high intelligibility mic for use as a speakerphone, a dual flashlight/photolite, plus a lightweight, easy-to-carry caribiner clip and lanyard tote rain-or-shine weatherproof enclosure. With two high-performance Full-Range Drivers with passive bass radiator, Firecracker has a long 25+ hour play life and features a USB charging port for your smartphone. Notably, the built-in super-bright 7-hour high intensity light beam for emergency lighting delivers 500 Lumens so you never get left in the dark. Available Q1 2017.



Next, **Dynamite** explodes onto the party scene, offering music lovers the widest audio dispersion, thanks to its 360°V-Sound Technology, which utilizes a novel six-speaker configuration, rather than the conventional two-speaker configuration. The result is virtually omni-directional sound that fills any space with amazing sound. For total convenience, Dynamite features a tri-Directional carry handle, and is fully waterproof – it even floats in water! The built-In Power Bank lets you fully charge your cell phone or tablet, with enough power to charge up to 4 devices simultaneously. It features 20 hours of playing time, plus a 4 LED battery indicator and both indoor and outdoor EQ modes. Available Q2 2017.

Monster **Nitro** includes all of Dynamite's breakthrough features, such as the dynamic six speaker configuration and 360°V-Sound Technology, and adds Pure Monster Digital Hi-Resolution Audio, plus a special "Big Party Mode" for even more powerful sound. Users can stream wirelessly up to five separate speakers simultaneously. Notably, Nitro offers listeners what is undeniably the best bass sound in the category

Finally, Battleship Brings Out Monster's Big Guns...

With its new Monster **Battleship**, Monster is truly bringing out its big guns to blow the competition *into* of the water when it comes to pool party power. The amazing Battleship floats in your pool and is actually propeller driven to bring the party fun everywhere you want to go! A remote control App lets you guide Battleship across the pool, forward, left, right or backward. And with its Olympic Pool Range and dual antenna control, you can guide you "music ship" across an



entire Olympic sized pool. Additionally, a special Juke Box mode lets you select your favorite songs to play in order, just like an old-fashioned jukebox. With its superbly crafted Blaster design factor, as well as the unique six-speaker configuration, waterproof design and other convenience features, Battleship leads the convoy of party-ready Blaster models. And just when the sound reaches its pinnacle, it unleashes its "Big Party Mode" for wirelessly streaming to all Blaster family products. With up to 25 hours of continuous play time, Battleship is truly unsinkable when it comes to party fun! Scheduled for Q2 2017.

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About Monster:

For the past 36 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 Monster having been granted over 500 Patents and 100 patents pending worldwide, 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.