



For Immediate Release

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**MONSTER PUTS THE POWER OF ENERGY SAVINGS IN CONSUMERS' HANDS WITH NEW POWER CONTROL APP FOR USE WITH ITS NEW FAMILY OF POWERCENTERS**

*-- App Lets You Remotely Monitor and Manage a Home's Power Consumption; Company Also Debuts Leading-Edge New MPHTUPS 3700CI PowerCenter --*

**San Francisco, CA – January 26, 2012** – Monster, a world leader in power conditioning and surge protection products, is once again changing the game in advanced power management, offering consumers exciting new ways to save energy and money with its breakthrough new **People Power Monster Control App**, designed to work with the company's new PRT family of PowerCenters, including the **PRT 100M** (SRP: \$59.95), **PRT 100MC** (SRP: \$69.95) and **PRT 300MC** (SRP: \$119.95). All three of these new PowerCenters work in conjunction with Monster's Gateway **GTW 100** (\$59.95), enabling the wireless Power Control App. The all-in-one **Monster® PRT 100MC Kit** (SRP: \$99.95) features both the PRT100MC and the GTW 100. Monster's new **People Power Monster Control App** offers users of today's most popular smartphones an elegant and useful wireless communication control solution.

The new Power App takes the concept of on-the-go power monitoring to a new level, allowing users to manage the power consumption and settings of their home appliances from their Smartphone anywhere, anytime. Created by People Power, an innovative open source energy and device management cloud services and application provider, the App provides useful information in a format that's easy for users to read, and allows users to track valuable power usage dollars by device over time! Another key App feature is the ability to schedule control of all connected devices. TVs, set top boxes and other home entertainment components are especially prone to "vampire" energy drains in which they consumer power 24 hours a day while in the standby mode or even switched off. With the Monster App, you can schedule your home entertainment center to turn off every night, then on again in the morning, off while you're at work, then on for when you get home – ultimately cutting vampire energy drains by as much as 50%.

**Only Monster Offers Comprehensive Power Protection and Management Solutions**

The debut of the new People Power Monster Control App is a reflection of the company's clear leadership in comprehensive, advanced power management. While many companies, for instance, offer surge protection, only Monster goes beyond surge, with a broad lineup of power solutions that deliver total power protection, as well as green power, clean power and now on-the-go power monitoring and control.

The Head Monster, Noel Lee noted: "Everybody is looking for ways to save energy these days. Unfortunately, it can be very difficult to save when you can't even get a clear picture of how much energy the devices in your home are using at any given time. With our new Monster Power Control App and Network Communication Gateway, we're giving owners of any Monster

PowerCenter the opportunity to control virtually any electronic device in their home, from lights and thermostat to audio and video systems, security – even lawn sprinklers. You could even use it to turn on your hot tub while you're driving home from work on a cold night!"

### **Monster Power Solution for Every Home and Lifestyle**

When used with the new App, each new Monster PRT PowerCenter™ allows consumers to select the energy-saving solution that's ideal for their home and lifestyle. For example, the PRT 100M and the PowerProtect™ 100MC each provide users with a single heavy duty outlet that has 540 joules of fire proof protection with a \$200,000 connected equipment warranty. Users may plug any Monster PowerCenter into the PRT 100M and monitor all the energy from their home theater. The PRT 300MC provides even more energy management potential, with three heavy duty outlets, 1080 joules of fire proof protection and a warranty of \$300,000 connected equipment, it allows users to monitor three appliance or home theater components at the same time and turn on or off one of the outlets whenever necessary. Monster's PRT 300MC Kit (SRP: \$149.95) includes a Gateway that plugs into a home's router, plus a durable FCC-approved case for rugged use. This allows consumers to add more PowerCenters that can all be accessed using the elegant Monster PowerControl user interface.

### **More Advanced New Monster Power Solutions**

At MacWorld, Monster will also showcase its sophisticated **MPHTUPS 3700CI PowerCenter** (MSRP \$1,499.95), a specially designed home theater PowerCenter that includes capability for web access, including control through the Monster PowerControl Web interface. This same cloud based interface can control the new PRT series of PowerCenters all with one elegant interface on the web. The MPHTUPS 3700CI features Monster's industry-leading Tri-Mode® and T2™ power protection, as well as Stage 3 HD Clean Power with PLC, which rejects noise and interference to maximize performance and reduce wear to delicate digital equipment. It includes 11 Heavy Duty Outlets as well as two USB connectors, plus an RS232 Serial Interface. The 3700CI provides users with maximum AV performance and an innovative way to reduce energy waste, save money, and help preserve the environment. For additional customer confidence, the connected Equipment Warranties with the 3700CI is \$500,000.

### **ABOUT MONSTER®**

Monster is the world's leading manufacturer of premium headphones and advanced connectivity solutions for high-performance home entertainment, audio, home theater, mobile, computer and gaming, as well as a leading innovator in the field of iPod®, iPhone® and iPad® accessories and professional audio. The company was founded by Head Monster Noel Lee more than 30 years ago with a commitment to creating products that literally "make music sound better" and it has continued to expand and diversify ever since. Under its Monster Cable® brand, the company leads the way in advanced audio, video, and data connectivity solutions, and under the Monster Power® brand, it provides high-performance AC power line conditioning and protection products for audio/video systems. Monster continues to lead in innovation with over 350 U.S. and international patents and 100 pending, offering more than 6,000 products in over 120 countries worldwide.

Explore the world of Monster at [www.monsterproducts.com](http://www.monsterproducts.com).

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### **ABOUT PEOPLE POWER®**

People Power Company is a leading provider of cloud-based energy management software to original equipment manufacturers and telecom service providers. The company delivers technology that enables residential and commercial end-users to see, understand, and control their energy use. People Power's open source Energy Service Platform (ESP) transforms complicated real-time information from energy consuming and generating devices and smart grid data into user friendly energy management controls for electrical devices that can be displayed and used on smartphones, tablets, computer screens and TVs. ESP uses behavioral science to provide insight, choice, and easy controls that maximize customers' lifestyle or business demands, anywhere, anytime. Based in Palo Alto California, People Power has received funding from New Cycle Capital, Greener Capital and other investors. For more information visit: [www.peoplepowerco.com](http://www.peoplepowerco.com)

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