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HUBLOT INSPIRATION™

Basel, Switzerland, April 24, 2013 –

Monster, the world leader in high-performance personal audio, is proud to announce it is collaborating with renowned luxury watchmaker Hublot to combine the very best in high fidelity audio with the finest watchmaking craftsmanship and materials to create Hublot Inspiration™— a luxury noise cancelling headphone that offers an unprecedented music listening and lifestyle experience. The partnership between Monster and Hublot is born from a shared passion for music, ahead-of-the-curve design, advanced materials, and ultimate performance. The lightweight, rock-solid black and carbon fiber Hublot Inspiration™ over-ear headphones will be available this summer at fine Hublot retailers worldwide for 1,750 EUR.

Noted Head Monster Noel Lee: “Fine watches like those from Hublot are a lifestyle enhancing purchase for many people today, especially those who appreciate the very best things in life. Hublot is a world leader in the manufacture of exquisite watches with a lifestyle flair, so it’s only fitting that Monster create the world’s highest performance luxury headphone, using many of the same brand aesthetics and impeccable qualities reflected in Hublot’s renowned history of fine watchmaking. Hublot customers also love music, and love to express their passion for music. The debut of Hublot Inspiration™ is a major step forward in the luxury headphone experience.”

“It’s an honor for Monster to team up with a great partner like Hublot. Monster is about setting the bar high and this partnership



proves that. Sky is not the limit, it's only the view!" noted Swizz Beatz, co-owner and member of Monster Advisory Board.

Precision Hublot Machining, State-of-the-Art Monster Audio

The fusion of both cutting-edge materials and audio innovation in Hublot Inspiration™ is a significant first in headphone manufacturing. With their precision parts and fine-tooled machining, Hublot Inspiration™ headphones incorporate Monster's very latest audio technologies in an all-digital design that includes the world's first implementation of dual mono amplification for the best possible sound. Hublot Inspiration™ brings together Hublot's advanced watchmaking mechanics and materials with Monster's state-of-the-art audio prowess.

Key to their superior sound reproduction capabilities is the debut of Monster's new Enigma Audio Engine, a leading-edge audio innovation that delivers crystal clear music and a richly detailed and realistic soundscape. The new Enigma chip design features the world's most advanced digital noise cancellation as well as wireless Bluetooth with advanced AAC and APT-X codecs, direct USB audio and user-customizable sound shaping technology for a tailored listening experience. The Hublot Inspiration™ represents the most technologically advanced headphone in the world matched only by its luxurious craftsmanship.

Notably, the advanced noise canceling technology in Hublot Inspiration™ headphones is built around two discreet microphones. One handles constant sounds (like the droning inside a plane) and the



other cuts out intermittent noises (like clapping or beeping). And since not all distractions come from outside, Monster built the drivers on solid metal frames and cushioned them with genuine leather pillow-soft ear pads for a great seal and amazing comfort. The result is complete immersion in the music you love.

Hublot Inspiration™ delivers a breathtaking music listening experience in which every musical instrument is heard with precision. Like a fine Hublot watch, Hublot Inspiration™ headphones feature genuine real carbon fiber that's ideal for reproducing music with impeccable sound quality and precision. Featuring an elegant brushed aluminum finish, premium rubber headband, authentic leather headband and specially created carbon fiber earcups, Hublot Inspiration™ headphones deliver the ultimate in comfort, audio performance and style.

Hublot CEO Mr. Ricardo Guadalupe noted: "Hublot symbolizes much more than watches. It says much about how we value time and the things we do with it. The partnership between Hublot and Monster came naturally, not only because bests attract. Just as the Hublot ski, luge and racing bike editions, the Limited Edition Hublot Inspiration™ Monster headphones redefine the art of fusion between the senses and sensations."

Like all Monster headphones, Hublot Inspiration™ features the company's breakthrough Pure Monster Sound™, specially tuned by Head Monster Noel Lee, the audio engineer behind the sound of Beats by Dr. Dre® headphones. Pure Monster Sound™ uses Monster's latest proprietary technologies and sonic innovations to bring the full experience of live



music to music lovers and concert goers everywhere. Articulate, tight, and ultimately revealing, it's as close to live music as being on stage with the musicians.

For total user flexibility, Hublot Inspiration™ headphones come with ControlTalk Universal™ and a Monster® Pro Link cable, making them ideal for use with virtually any device.