

 **MONSTER**®

Always Lead. Never Follow.



ARE YOU A MONSTER?

Thank you for your interest in Monster!

If you are ready to propel your career to new heights, you've come to the right place. Talented people with a can-do attitude and an entrepreneurial spirit thrive at Monster. We've created an environment where culture, commitment and opportunity converge to yield a truly unique place to work.

A place where your abilities can shine. We've tried to capture the Monster vibe in this brochure.

Take a look, there's a lot to like.

30 YEARS AGO WE HOOKED UP OUR SPEAKERS WITH LAMP CORD...

We didn't know any better. Noel Lee did. Noel figured that a music system is only as good as its weakest link and the weakest link was the wire. With that fundamental insight and a hard working team of friends and family, an industry was born.

Once people heard music systems optimized by using **Mc** cable products there was no turning back. Today, we are the largest manufacturer of branded wire.

Speakers. Power. Computers. Mobile Devices. Gaming. Pro Music Cable. And now headphones. We don't just keep you hooked up, we deliver sound at peak performance. Because the music matters.



“HOW CAN I MAKE THIS SOUND BETTER?”



1968

Founder Noel Lee joins Lawrence Livermore Labs.

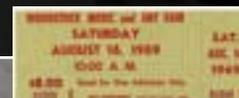


“Hey Jude” released in August as the first single from The Beatles' record label Apple Records.

34¢ per gallon of gas

1969

WOODSTOCK



1974

Noel leaves Livermore Labs to take his band, Asian Wood, on a world tour.

1977

Noel proves that cable makes a difference in sound reproduction at the Summer Consumer Electronics Show.



BUILDING THE BRAND

"Besides going store to store, I bought space at half a table in a 10-by-10 booth at the 1977 Summer Consumer Electronics Show. I drove to Chicago with a load of wires for that show. I made my first boxes by hand, and I used rub-on letters and photocopied labels for the packaging and signs. But the labels came out too light, so I bought black felt markers and darkened each by hand. Still, people at the show said they liked the packaging, the idea and our name.

At this point we were still working out of the garage in my family's house. The first production table was a four-by-eight piece of plywood and two sawhorses. I bought a pneumatic pump to wind up the cable, cut it, terminate it and put it in boxes. And that was the Monster Cable factory."

-Noel Lee

"IN THOSE DAYS SPEAKER WIRE WAS AN AFTERTHOUGHT."

1978

Monster born in a garage, start-up style.



1983

Monster receives first patent on Xterminator® connector.



1990

The Hubble Telescope is placed into orbit by the United States Space Shuttle Discovery.



US postage goes from 25¢ to 29¢

The Super Nintendo Entertainment System is released in the United States.



1991

Monster Launches Monster XP® and in 1992 introduces M Series®



WHY EXCITING THINGS HAPPEN AT MONSTER

A company-wide focus on quality is a big part of our success. Innovative products that surpass expectations are the norm. And along the way we've developed an approach to work that smoothes out the road to success. Guiding principles. Working concepts. Work lessons. Life lessons. They're all part of becoming a Monster. Once again, insight and inspiration from Noel was at the root of this success.

MONSTER MOTTOS:

Who's Got The Ball?

Sooner Is Better Than Later

How Do You Know?

95% Done Is Still 100% Undone

Play the Movie In Your Head

“RIGHT NOW RESPONSE TIME”



2000

Noel wins Entrepreneur of the year from Ernst & Young.

100th Space Shuttle mission is flown.

Personal home computers break the 1GHz barrier.

2001

Monster wins three CES Innovations awards. Apple introduces the iPod.

2002

Monster Racer's Group GT3 wins Rolex 24 at Daytona.



2003

Apple launches iTunes selling 10 million songs within 4 months of launch.



MONSTER

JOIN THE REVOLUTION

Having revolutionized connectivity in all forms, Monster has already made the world sound better. But cable is only the beginning. Today Monster is the largest manufacturer of headphones in the world. It's a natural. We have taken our extraordinary knowledge of the nuances of music reproduction and applied it to the design and manufacture of headphones. The world famous Beats line of headphones was designed right here at Monster. In fact, we basically invented what is now the headphone category. Once again, insight and inspiration from Noel was at the root of this success.

“Headphones are the new speakers”

--Noel Lee

“LIFE'S TOO SHORT TO LISTEN TO BAD HEADPHONES”

2007

Apple, Inc CEO, Steve Jobs announces the iPhone.



2008

Beats is born. Monster and Dr Dre create the new standard in headphone performance.

2009

Monster celebrates 30th Anniversary.



The Diamond Jubilee of Queen Elizabeth II

Diamond Tears and Inspiration Headphones are released.



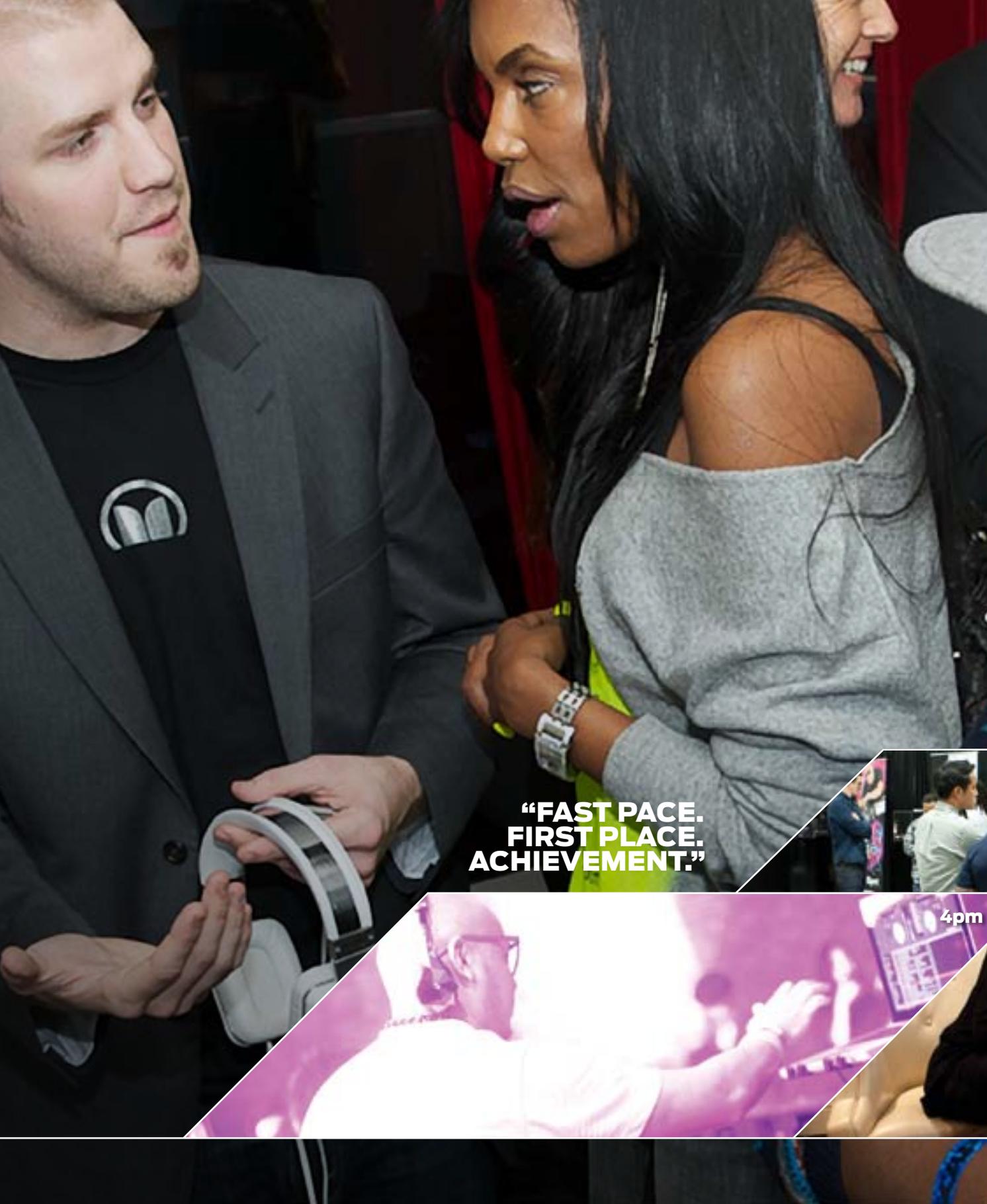
2012

Noel receives lifetime achievement award and 9 innovative technologies awards at the Plus X Awards.

AND BEYOND...

Your first day at Monster Products.





**“FAST PACE.
FIRST PLACE.
ACHIEVEMENT.”**

A DAY IN THE LIFE

A MONSTER EMPLOYEE WORKDAY:



Interacting with so many different people, across so many backgrounds is great. In any given week, a Monster typically will speak with colleagues from our global offices, handle questions from a wide range of press and media outlets, and interact with internal staff and outside vendors.

Each day is different, and Monsters soon discover "no limits" approach to creativity.



BENEFITS & PERKS

THE PRIVILEGES AND CONVENIENCES THAT ARE PROVIDED BY MONSTER ARE CAREFULLY CONSIDERED TO ENSURE THAT EMPLOYEE NEEDS ARE MET.

As Monster grows geographically, expands into new markets and introduces new products, we need to meet the challenges of keeping the company staffed with entrepreneurial, talented people by being competitive in the benefit offerings.



“AT MONSTER WE WORK HARD TO PROVIDE OUR EMPLOYEES A WIDE RANGE OF QUALITY BENEFITS.”

Dental

Vision

Medical

401k

Employee Accommodation Program

Tuition Reimbursement

EAP

Commuter Benefits

Family & Friends Sales

Short/Long Term Disability

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MONSTERPRODUCTS.COM

