



PRESS RELEASE

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MONSTER AND LIFE|WARE PARTNER TO INTRODUCE MONSTER LIFE AT CES 2007

As Monster moves further into the home automation category, Monster Life launches three hardware components that are Life|ware Ready.

Las Vegas, NV – CES 2007 – January 8-11 – Next Gen Home located in the Central Plaza across from Central Hall – Life|ware™ by Exceptional Innovation and Monster Cable Products are excited to announce an alliance to include Life|ware home control software in Monster's home automation endeavor, Monster Life. The program arrives as more home automation solutions hit major retail outlets and the technology becomes available to a larger mainstream audience.

Three new Monster Life components have been certified as Life|ware Ready™, and will support both Life|ware and Windows™ Vista Media Center.

Monster Life's flagship product is the *Monster Life Controller*, the ultimate Vista Media Center and Life|ware Ready server that will serve as the central control and storage device for a home network. The *Monster Life Powercenter* will function as a Media Center extender and allow consumers to bring control and access to all systems on the network to another room or zone. Finally, a robust DVD changer called the *Monster Life Proton* will offer a library of DVD's to all displays connected to the Life|ware network.

Life|ware Ready identifies Windows Media Center hardware that has been evaluated and endorsed by Exceptional Innovation as being stable and robust enough to run Life|ware software and serve as the central point of control for a connected home. Life|ware expands the power and flexibility of Media Center products to control lighting, audio/video distribution, security, HVAC and more, all through the same easy-to-use interface and a single remote.

Exceptional Innovation's Vice President of Sales, Steve Cashman said, "We are excited about this relationship with Monster; they are one of the most recognizable brands in the industry. To have Monster's new line of products be completely Life|ware Ready demonstrates their commitment to the Media Center platform and the significant role Monster Life will play in revolutionizing home automation and the concept of the digital home."

"Lifeware is a truly compelling automation and entertainment experience," said Jon W. Litt, director of home control products. "Pairing it up with our rock solid hardware not only makes good business sense, but instantly creates the rich experiences people are looking for today."

With Windows Vista launching in early 2007 and Media Center included as a standard feature, Life|ware will become a potential solution for millions of Vista adopters within the next two years. The Monster Life components powered by Life|ware and supporting the Media Center platform will play an integral role in the growth of the digital home and mainstream acceptance of open, standards-based home automation solutions.

For more information on Life|ware by Exceptional Innovation, please visit www.exceptionalinnovation.com.

About Exceptional Innovation

Based in the Westerville suburb of Columbus, Ohio, Exceptional Innovation produces Life|ware™ home control software and hardware for digital living. Life|ware creates a lifestyle experience that allows consumers to enjoy their digital entertainment, wherever and whenever they want, as well as manage their lighting, multi-room audio, HVAC, security, appliances and other subsystems, through a single interface by integrating the digital entertainment functionality of Media Center with whole-house automation and control. Led by software industry professionals with extensive experience with distributed computing based on open standards and open architecture, Exceptional Innovation combines Microsoft development expertise with years of home control experience to deliver simple, seamless, life-enhancing solutions for the digital home.

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