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**HEAD MONSTER NOEL LEE HONORED WITH THE SHINING STAR AWARD
FROM RYMAX AND THE NEW JERSEY NETS**

Lee Recognized at Center Court for His Impact on the Consumer Electronics Industry

PINE BROOK, NJ — April 4, 2011 — Last night Noel Lee, founder and Head Monster of Monster Cable Products, Inc., received The Shining Star Award from the NJ Nets and Rymax Marketing Services Inc., the largest National Direct Manufacturer's Representative in the premium and incentive industry. This prestigious award honors Rymax's partners, clients and community leaders who demonstrate outstanding performance in their industries. Lee was presented with a plaque and a Baccarat Gingko Bowl in a ceremony that took place at center court before the NJ Nets vs. Miami Heat game at the Prudential Center in Newark, New Jersey.

Monster Cable was founded in 1979 in Lee's garage and has since grown into one of the world's premier consumer electronics brands, helping to transform the entire audio industry. Rymax chose to honor Lee on behalf of Monster Cable to recognize their success and dedication to providing the best quality, high-performance products in the consumer electronics industry, as well as their demonstrated commitment to a growing partnership with the organization. The collaboration between the two companies brings Monster's industry-leading products to the special markets category where Rymax pilots innovative incentive solutions for Fortune 500 companies.

"We're honored that Rymax chose to recognize Monster in this public forum. It echoes the strength of our relationship and helps us drive increased brand awareness with this receptive audience," notes Head Monster Noel Lee. "We believe that 2011 will be 'the year of the headphone,' and we're proud to be helping lead the way into a world of better sounding music with the support of partners like Rymax."

"This Shining Star award recognizes our successful and evolving partnership with Monster Cable, and serves as a token of our appreciation for their choosing Rymax as the exclusive provider of Monster Cable products in the premium and incentive industry," noted Paula Ambrozic, director of Corporate Compliance at Rymax. "We're thrilled to have the opportunity to publically recognize Noel for his integral role in developing the successful partnership and we look forward to continuing the momentum."

In addition to presenting the Shining Star Award at last night's game, Rymax hosted a business-to-business networking event in the Cure Courtside Club prior to tip-off. Interactive product demonstrations allowed attendees to test out the superior quality of Monster Cable products at the Monster Listening Lounge, sample authentic Italian espresso at the Illy Tasting Station and snap photos with retired NBA star Darryl Dawkins at the Canon Photo Booth.

About Rymax

Pine Brook, NJ based Rymax Marketing Services, Inc. is the largest National Direct Manufacturer's Representative in the incentive industry, providing quality brand name merchandise to a variety of industries worldwide. In addition to providing merchandise rewards for incentive programs, promotions, and corporate gifts – Rymax manages total incentive solutions, helping companies achieve their goals through motivating employees and increasing customer loyalty. For more information, visit www.rymaxinc.com.