

news release

For immediate release
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Kondor signs Monster deal

Mobile Accessories distributor Kondor yesterday signed an exclusive UK supply deal with US AV accessories brand Monster.

American music producer and hip hop artist Dr Dre has his own brand 'Beats™ by Dre™'. He explains why this particular product is such great value for music lovers: "People aren't hearing all the music. Artists and producers work hard in the studio perfecting their sound. But people can't really hear it with normal headphones. Most headphones can't handle the bass, the detail, the dynamics. Bottom line, the music doesn't move you. With Beats, people are going to hear what the artists hear, and listen to the music the way they should: the way I do."

Pop icon Lady GaGa also has a product, Heartbeats™, in the Monster range – but she didn't just style-check Heartbeats™, she created the design to ensure they look like no other headphone out there. Monster have more such music-idol product sponsorships planned for the future.

Further products include iPod and iPhone accessories, such as devices to enable in-car music enjoyment, music and movies in your home theatre and other portable devices charged on the go, in addition to the screen and device cleaning products that add value to the original sale.

This deal is hot off the press, so retail partners are yet to be confirmed, but Kondor expect those retailers with an audio-focus this Christmas to be clamouring to sign them up.

Managing Director, Rob Haycock is pleased with the deal "We are delighted to have signed this exclusive UK deal with Monster. Monster were looking for a distributor that understands the growing mobile music market and one that is recognised for its audio expertise and retailer reach across all channels. Kondor fit that bill".

For further details on ranging Monster products, please contact sales@kondor.co.uk or call 01202 810620.

Ends.

Notes to the Editors

1. FOR FURTHER INFORMATION, PRODUCT SAMPLE OR PHOTOGRAPHY PLEASE CONTACT:
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2. Kondor is a major distributor of mobile-related and laptop/pc accessories. Please visit www.kondor.co.uk for the full product range.
3. Kondor has been focused on mobile phone accessories for over 15 years and has a proven record in supplying a full category-managed solution to mobile retailers and networks. We deliver solutions and propositions that set the industry standard, rather than following it.
4. Kondor supply over 50 major fashion brands, from Disney and SpongeBob Squarepants to Isis Dei, Golla and Trendz.
5. Kondor work in partnership with over 30 major mobile accessory brands to have the widest portfolio of products and the broadest range of added-value services.
6. The exclusive deal with Monster is for the UK mobile sector.



Accessories for your mobile lifestyle

www.kondor.co.uk | Marketing: 01202 810 627