

MONSTER

ENERGY

2009



MONSTER ENERGY SUPERCROSS

10 SX FANS WIN A VIP TRIP FOR 2 TO THE SX FINALS IN LAS VEGAS

100 FIRST PLACE WINNERS GET A CUSTOM SX JERSEY



JANUARY 1 - MARCH 31



EA'S SKATE 2 MULTI-PACK PROMOTION

100 LUCKY GAMERS WIN AN XBOX 360 WITH EA'S SKATE 2 PROMOTION FEATURED ON ALL MONSTER, LO-CARB, ASSAULT, KHAOS, M-80, AND MIXXD MULTI-PACKS



JANUARY 1 - APRIL 30



MONSTER ENERGY KAWASAKI RACING PRIZE PACKAGE

10 RACING FANS GET THE CHANCE TO TRAIN WITH SX CHAMPION RYAN VILLOPOTO OR MOTO GP RIDER JOHN HOPKINS AND TAKE HOME A MONSTER ENERGY LIMITED EDITION KAWASAKI BIKE

100 FIRST PLACE RACE FANS GET A MONTER ENERGY REPLICA HELMET

MAY 1 - AUGUST 31



GET HOOKED UP WITH MONSTER VIP ACCESS

10 WINNERS GET HOOKED UP WITH MONSTER VIP ACCESS AT 6 MAJOR EVENTS INCLUDING TRAVEL EXPENSES

WINNERS CAN CHOOSE FROM SUPERCROSS, WINTER X, DUB TOUR, AMA OUTDOOR MX NATIONALS, WARPED TOUR, BILLABONG XXL AWARDS, SUMMER X, OZZFEST, ENDUROCROSS, CORR

100 FIRST PLACE WINNERS WIL TRAVEL IN STYLE WITH AN OGIO BAG

SEPTEMBER 1 - DECEMBER 31

SPORTS & MUSIC MARKETING



RYAN VILLOPOTO
MOTOCROSS



ROBBY GORDON
OFF-ROAD



KEN BLOCK
RALLY-RACING



ROB DYREK
SKATEBOARD STREET



TUCKER HIBBERT
SNOCROSS



DONNY ROBINSON
BMX RACING



CHRIS MAC CLUGAGE
WATER CRAFT



NATE ADAMS
FREESTYLE MOTOCROSS



JAKE BROWN
SKATEBOARD VERT



DAVE MIRRA
BMX



DANNY KASS
SNOWBOARD



RICKY CARMICHAEL
TRX & STOCK CAR



SARAH BURKE
SKIING FREE SKI



DAVE REYNOLDS
SURF



SAM HILL
MOUNTAIN BIKE



SHANNON CAMPBELL
ROCK CRAWLING



DANNY HARF
WAKEBOARD



JAMIE HACKING
ROAD RACING



JOHNNY GREAVES
OFF-ROAD



JASON "WEE MAN" ACUNA
SKATEBOARDING



MONSTER ENERGY
AMA SUPERCROSS

FIM World Championship

ARENACROSS
Series

AMA OUTDOOR MX NATIONALS & MAXXIS ENDURO CROSS SERIES



FIELD MARKETING

MONSTER AMBASSADOR TEAMS

- Peer to peer sampling in the top 25 markets

COLLEGIATE AMBASSADORS

- Influential student ambassadors on 300+ college campuses
- Peer to peer sampling at dorms, local bars, on campus parties, Greek activities, clubs, and sporting events
- Intermural sports sponsorships
- On and off-campus party sponsorships
- Stocking study rooms with MONSTER during finals week



AC NIELSEN SALES DATA

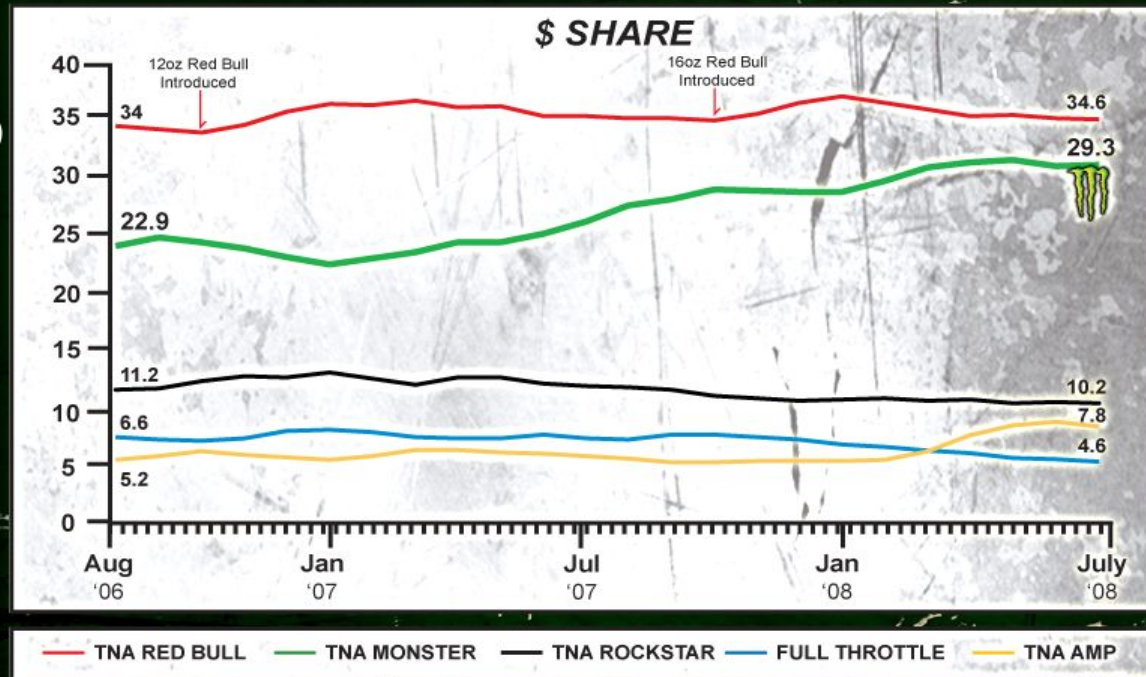
MONSTER'S MOMENTUM CONTINUES...

- #1 BRAND IN 4 OF TOP 5 MARKETS
- #1 ENERGY ITEM (16OZ. MONSTER)
- #1 LOW CALORIE ITEM (16OZ. LO-CARB MONSTER)
- #1 16OZ. MULTI PACK BRAND
- #1 24OZ. BRAND
- #1 ENERGY + JUICE BRAND
- #1 COFFEE + ENERGY BRAND
- #1 BRAND IN MARKET SHARE GROWTH

MONSTER'S SALES RANK BY MARKET

Top 10 Energy Drink Markets	MONSTER BRAND RANK
LOS ANGELES	1
NEW YORK	2
PHOENIX	1
DALLAS/FT. WORTH	1
CHICAGO	1
PHILADELPHIA	2
DETROIT	1
HOUSTON	1
ATLANTA	2
MIAMI	2

Plus, Monster is #1 Seattle, Cleveland, San Antonio and Cincinnati



Source: AC Nielson CTMM Expansion 13 Weeks Ending 7/26/08