



NEWS RELEASE

\*Contact: Ethos Solutions (for Alchemy<sup>2</sup>)  
Phone: 805-218-2380  
Email: pr@alchemy2.com

\*Contact: Daniel Graham  
Phone: 415 840-2024  
Email: dgraham@MonsterCable.com

## New Alchemy<sup>2</sup> Brand Taps Monster Cable as U.S. Sales Agent

**CES '06 Intros Include Three Monster ISF® Certified Lip Sync Error  
Correction Devices, Audiophile De-jittering Circuitry for Home Theater**

VENTURA and BRISBANE, Calif., January 6, 2006 - Startup brand Alchemy<sup>2</sup> and Monster Cable Products, Inc. have announced a new agreement whereby Monster Cable will provide sales and market support in the U.S. for the new product range introduced by former Monster Engineering Dream Team Member Peter Madnick. Like its highly successful namesake, Audio Alchemy, which was co-founded by Madnick, Alchemy<sup>2</sup> will develop an evolving range of small "black box" technology solutions, with a new focus on home theater... the initial product range includes four (4) models: two (2) which provide an easy high value solution for annoying LIP SYNC ERROR, one (1) digital jitter reduction device for improving mediocre audio sections in many of today's a/v sources, and a one (1) that features both functions. Alchemy<sup>2</sup> will work closely with Monster to develop additional products and programs to maximize the channel opportunity for both companies.

*"We are obviously excited to be working with Monster in this capacity, added Alchemy<sup>2</sup>'s co-founder and Chief Alchemist, Peter Madnick. " It gains us access to their monstrous distribution sales force and support team. Our little devices can really make a BIG difference in someone's home theater...Monster Cable dealers have been trained to recognize and sell the benefits of these kind of differences."*

*"We have worked closely with Peter Madnick and his engineering group for many years and are pleased to be making his new product line available to our dealers," said Noel Lee, The Head Monster. "The Imaging Science Foundation folks love his new Lip Sync Error Correction products and so they're a natural to market alongside our new Monster ISF Certified series cables."*

Under the agreement, **Monster dealers can now combine Alchemy<sup>2</sup> orders with their normal Monster orders for free freight.** E-commerce will be strictly controlled by Alchemy<sup>2</sup> directly.

Three of the four new Alchemy<sup>2</sup> products address a new problem caused by **High Definition video's extensive and processing requirements:** from pre and post production, to broadcast, to playback on your TV...resulting in audio being delivered a split second ahead of the video. As evidenced by it's discussion and demo in the opening sequence of the new **Monster/Imaging Science Foundation Video Calibration DVD** being introduced at CES '06, **Lip Sync Error** is increasingly being recognized as a real problem for many home theater owners. And while some surround processors and recent receivers are beginning to pay attention, to date their solutions only pay "lip service" to the problem. Alchemy<sup>2</sup> is the first company to provide a complete range of lip sync error solutions for the serious home theater enthusiast.

**DDL Digital Delay Line** (aka D<sup>2</sup>L) provides digital audio delay in precise 1mS increments via front panel, RS-232, an included IR remote...or any other IR remote via the DDL's simple IR learning capability. Individual delay settings may be created for each of the DDL's two input/outputs (1 Coax, 1 Optical), large auto dim display.  
**US SRP \$399**

**DDL4 Digital Delay Line** increases input/outputs to 4 (2 Coax, 2 Optical), adds 5 additional remote delay presets, backlit buttons, and a rear IR input port.  
**US SRP \$449**

**D.DaD Digital De-jitter and Delay** adds to DDL4, in advance of the audio delay adjustments, a precision "re-clocking" circuit to reduce "soundtrack hardening" jitter often associated with the mediocre digital audio circuitry found in many of today's home theater source components.  
**US SRP \$499**

**DDJ Digital De-jitter Device** provides the benefits of low jitter digital to analog conversion, long appreciated by audiophiles (and pioneered by Alchemy<sup>2</sup> engineers), to studio professionals and discerning home theater owners in a stand alone component. 6 Inputs (AES /EBU, I<sup>2</sup>S, 2 Coax, and 2 Optical) are provided.  
**US SRP \$399**

The DDL, DDL4, and DDJ/DDL have been approved by ISF® as **Monster ISF Certified** and include the new **Monster ISF Video Calibration DVD** discussed above.

Alchemy<sup>2</sup> products are covered by a 1 year parts & labor warranty.

Product availability is as follows:

DDL Digital Delay Line	Now
DDL4 Digital Delay Line	February, 2006
D.DaD Digital De-jitter and Delay	March, 2006
DDJ Digital De-jitter Device	March, 2006

#### ABOUT MONSTER®

Monster is known to thousands of audio, video, car, photo, computer, movie and music enthusiasts as the company that makes their other products work better. Starting in a San Francisco garage 25 years ago, Noel Lee, The Head Monster, created the first Monster Cable to get better sound from stereo speakers. He created an instant following with recording engineers and professional musicians with many of today's hottest CDs being mixed and mastered in studios completely wired with Monster Cable and powered by Monster Power.

The Monster brand now encompasses over 4,000 items including speakers, subwoofers, furniture, camera bags, cell phone headsets, PowerCells™, power line conditioners, voltage stabilizers, surge protectors and every kind of cable imaginable...all with a single focus: to help enthusiasts *Get All The Performance They Paid For™* from their favorite electronics.

Explore the world of Monster at [www.MonsterCable.com](http://www.MonsterCable.com)

#### ABOUT ALCHEMY<sup>2</sup>

Alchemy<sup>2</sup> is a sister company to DTG, Inc. a 20 year old company renowned among industry insiders for their innovative, pragmatic and highly effective audio/video designs. DTG develops and manufactures (in their Newbury Park, California facility) for some of the world's most prestigious consumer electronics brands...including Monster Cable. DTG's president is Alchemy<sup>2</sup> co-founder and Chief Alchemist Peter Madnick. Peter was also co-founder of Audio Alchemy, whose little back boxes, long discontinued (the brand sadly disappeared after it was acquired from the original partners), are still highly coveted by studios and audiophiles around the world. While mindful of its legacy, Alchemy<sup>2</sup> strives to be more than just a sequel, offering "essential accessories" which provide a bridge between the audio purist and today's discerning home theater enthusiast.

For more alchemist insight, visit [www.alchemy2.com](http://www.alchemy2.com)

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