



Continental Automated
Buildings Association

**Your Information
Source
for
Home & Building
Automation**

**North America's
Home & Building
Automation Association**

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MONSTER CABLE JOINS CABA BOARD OF DIRECTORS

September 29, 2009

The Continental Automated Buildings Association today announced the appointment of Noel Lee, President and Executive Head of Monster Cable Products, Inc. to its Board of Directors.

CABA is a non-profit industry association that provides information, education, and networking to help promote advanced technologies for the automation of homes and buildings in North America.

"We are very excited to welcome the Head Monster to the CABA Board of Directors," said Ronald J. Zimmer, CABA President & CEO. "Noel will bring a monstrous amount of energy, knowledge and experience which will make him a valuable addition to the CABA Board."

Lee founded Monster Cable in 1979 after serving as an engineer at Lawrence Livermore Laboratory from 1972 to 1975. He is affectionately known as the Head Monster.

Through Noel's leadership, Monster has created an industry of high-performance consumer electronics accessories under a breadth of brands including Monster Cable, Monster Power®, Monster Mobile®, Monster Performance Car®, Monster Game®, Monster Music®, Monster Computer® and Monster Central ®. The company holds over 200 U.S. and international patents and offers more than 4,000 products in more than 100 countries worldwide from high-performance power conditioners, many of which have garnered esteemed Innovations Awards for pioneering vision and design.

Named Northern California Entrepreneur of the Year by Ernst & Young, Noel's leadership has earned numerous accolades. Awards include The Anti-Defamation League's Patricia Rienzi Legacy Award for his distinguished service to society and his industry and his dedication to the ADL's democratic ideals, Distinguished Corporate Executive from the Asian Business League of San Francisco, Small Business Owner of the Year from the San Francisco Small Business Network, and Dealerscope Consumer Electronics Marketplace magazine's Hall of Fame award. He was also presented with a Humanitarian Award by the Los Angeles Unified School District for his generous contribution to their Employment Preparation Program, and was the first recipient to be honored with the Cal Poly Entrepreneurial Leadership Award. In 2005, the Brisbane Chamber of Commerce named him the "Business Person of the Year."

"I am extremely gratified to have been named to the CABA Board of Directors," stated Head Monster Noel Lee. "I hope to make a monstrous contribution to the CABA organization to encourage monstrous growth in our industry."

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at <http://www.caba.org/>.

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