

Swizz Beatz Buys into Monster

Written by Marco Attard
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Self-described "entrepreneur-slash-monster" rapper Swizz Beatz buys a co-ownership stake into Monster and joins the former Beats by Dr. Dre maker as advisory board member.



"They built an empire, and my job will be to push the envelope— turn the lights of the castle up really bright and help Monster take its next big step forward," Beatz says.

Head Monster Noel Lee adds "the products that we have planned are revolutionary in technology, sound, and style. We need the talents and reach of Swizz to help bring these products to life in the eyes of the consumer."

In other words Monster hopes it has a Dr. Dre replacement with Swizz, after it declined to renew its deal with the hip-hop legend last year and collaborations with other recording artists (such as Earth, Wind & Fire and the Miles Davis estate) failed to match the success of the Dre-branded headphones.

Monster gives no announcement of Swizz-branded headphones as yet, and fails to reveal how much his stake in the company is worth. In the meantime, don't be too surprise if Swizz convinces his wife, BlackBerry in-house celebrity-slash-Global Creative Director Alicia Keys to join the Monster party...

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