Lady Gaga, Dr. Dre Partner With (Product) Red

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Pop songstress Lady Gaga will sell a (Product) Red edition of her Heartbeats headphones, *USA Today* reports. Sales of items under the (Product) Red brand—launched by U2 frontman Bono and renowned activist Bobby Shriver—benefit the Global Fund to Fight AIDS, Tuberculosis and Malaria.

“What is exciting is that all the money made will go to support AIDS programs in Africa,” the “Bad Romance” singer said at the 2010 International Consumer Electronics Show in Las Vegas.

The first Gaga-designed Heartbeats headphones were released last year by Monster, as part of the Beats by Dr. Dre line. According to the article, a (Product) Red version of Dr. Dre’s Beats Solo headphones will be available in February for $229.95 and Lady Gaga’s Heartbeats version will follow.

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