

FOR IMMEDIATE RELEASE

MOGA™ The Leader in Mobile Game Controllers set to change the face of mobile gaming in Australia

MOGA launches pre-order offer with EB Games and PAX AU preview sessions ahead of August 21 system launch

Sydney AU – July 4, 2013 – Australian Android users will now be able to transform their gaming on the go with the arrival of the critically acclaimed **MOGA Mobile Gaming System** scheduled for local release, with pre-orders for the MOGA Pocket going live today (4 July) at EB Games stores nationally. Already a huge hit with both casual and core gamers in the US and UK, the innovative MOGA Gaming System delivers a console-like experience for Android smartphones and tablets, transforming these devices into portable, precision gaming systems. The **MOGA Pocket** and **Pro** controllers will be available for purchase through selected retailers beginning in August and available for pre-launch previews at PAX AU in Melbourne July 19 through 21.

The MOGA Gaming System has been custom-designed to deliver a gaming experience that goes beyond the clumsy gameplay mechanisms of traditional touchscreen games, transforming mobile gaming to an immersive, console-like experience.

“We’re really excited to be bringing the MOGA gaming ecosystem to the Aussie audience as it’s already been a proven game-changer in the US and UK markets” commented Eric Bensussen, President of PowerA. “Going beyond the simple touchscreen point and flick mechanisms, our controller gives users full control of their character or conquest, whilst also allowing the graphics to be shown off in all their glory. MOGA is shifting the dial for smartphones, making them not just mobile social media and comms devices that we know and love, but also powerful and engaging gaming devices!”

The **MOGA Pocket Controller** features dual analogue sticks, shoulder triggers and four action buttons, and connects wirelessly via *Bluetooth™*, transforming consumers’ existing smartphones and tablets into precision gaming systems – with no extra hardware required. Using the MOGA Arm™ to secure their smartphones, **MOGA Pocket** gamers benefit from a uniquely slim and sleek ergonomic design that maximises portability, whilst also minimising wrist fatigue during gaming sessions. Perfect for the gamer-on-the-go, the **MOGA Pocket** makes the commute to the office a little more exciting with precision, console-like control to dominate that challenging boss-fight or solve that final puzzle before Central station.

The **MOGA Pro Controller** is designed for mobile gamers looking for extended playtime. Designed for maximum comfort and control, the **MOGA Pro** has full-sized grips, dual analogue sticks and a D-pad, bringing console-class gaming to the mobile environment. Unlike the **MOGA Pocket**, there is no need for batteries as the controller is fully rechargeable and also HID enabled to grant a mobile gamer access to a wider collection of gaming titles.

Backed by the who’s-who in games, the launch library of over 100 MOGA-enhanced titles is supported by major publishers including Sega, Rockstar Games, Namco Bandai and many more. These games can be accessed via the free, downloadable **MOGA Pivot™ app** on the Google Play App Store with key launch titles including *Grand Theft Auto: Vice City*, *Real Soccer 2013*, *PACMAN®* by Namco and many more. The **Pivot™ App** is constantly updating, providing MOGA users with an extensive collection of new games every month.

In an exclusive pre-order offer for EB customers, those that secure their MOGA before launch will also get fast-action military FPS *Modern Combat 4: Zero Hour* (Google Play – 4.5 stars, 100K - 500K download), FREE with their MOGA Pocket.

MOGA Pocket and **MOGA Pro** will be hitting retailers’ shelves across Australia late August and will be available for preview at PAX AU (19th-21st July) at booth 1209.

MOGA Pocket: \$59.00 RRP

MOGA Pro: \$79.00 RRP

What's the buzz? Global review snapshot:

9.5 out of 10. "... simply the best gaming controller for Android devices" - GameZone

"...a must-have for gamers" - Android Central

"Simply put, the MOGA is the best controller for mobile gaming." - IGN

ABOUT MOGA

MOGA mobile game controllers offer precision controls, portability and great games. All MOGA controllers feature dual analog sticks, shoulder buttons and action buttons and connect wirelessly via Bluetooth to transform Android phones and tablets into precise mobile gaming systems. The original MOGA Pocket features a slim and sleek set of controls making it the most portable and economical MOGA available. The MOGA Pro features rechargeable batteries and console-style design that is based on the award-winning FUSION Tournament Controller by PowerA. The MOGA system includes Pivot, a free-to-download app that helps users discover the huge library of MOGA Enhanced games that are available. Pivot also syncs MOGA controllers to mobile devices and helps organize the MOGA Enhanced games already installed on a user's phone. MOGA's vast and growing game library is made possible by the free MOGA Software Developers Kit (SDK) available at the MOGAanywhere.com/developers page.

The original pocket-sized MOGA Controller was released on October 22, 2012 to critical acclaim, and has attracted support from top mobile developers and publishers who want to bring console-like precision and control to their Android phone and tablet-based games. Gameloft, Rockstar, SkyVu Entertainment, MADFINGER Games, Namco Bandai, SEGA, Arb Studios, Vector Unit and other acclaimed publishers have developed MOGA Enhanced blockbuster titles such as *Modern Combat 4: Zero Hour*, *Grand Theft Auto: Vice City*, *Tiki Kart 3D*, *NFL Pro 2013*, *The Dark Knight Rises HD*, *N.O.V.A. 3*, *Sonic CD*, and *Jet Set Radio*. New game titles, developers and publishers are coming on board each month. For a complete list of games that support MOGA, visit MOGAanywhere.com.

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