

FOR IMMEDIATE RELEASE

MOGA™ Power Series Mobile Controllers Give Attendees' Android Smartphones a Boost at PAX Prime in Seattle

Top Pop-Culture, Video Game Accessories, and Mobility Products From Skylanders, Star Wars, Star Trek, Call of Duty and More Round Out PowerA's PAX Prime Booth

Woodinville, WA. – August 26, 2013 – Attendees of the Penny Arcade Expo (PAX) in Seattle will be able to get a boost for their mobile phones and tablets as the MOGA™ Power Series mobile controllers for Android will be out in full force at the PowerA/MOGA booth as well as roaming the expo floor.

MOGA is the industry-leading mobile gaming system, and now gamers no longer have to worry about the battery life of their phones becoming an issue while gaming. The two next-generation MOGA products bring something never before seen in a mobile game controller: MOGA Boost™ technology. MOGA Boost charges the user's mobile device while they play, allowing gamers to play longer without concern for running down their phone's battery. At PAX Prime, attendees will be the first consumers to experience the upcoming MOGA Hero™ Power and MOGA Pro™ Power for Android firsthand—and not just in the booth. Attendees needing a boost for their phone battery should be on the lookout for one of the MOGA Power Suits roaming the expo floor, allowing gamers to connect to a MOGA Power Series controller to demonstrate how easy it is to charge their phones.

At the booth, gamers can go hands-on with the MOGA Power Series controllers and experience the improved ergonomics, precision control and MOGA Enhanced games in major genres such as First-Person Shooters, Racing, RPG, Action and Arcade. MOGA currently is supported by more than 100 games on Android, including leading titles such as *Dead Trigger* by MADFINGER Games, *Asphalt 8: Airborne* by Gameloft, *Ravensword: Shadowlands* by Crescent Moon Games, *Into to the Dead* by PIKPOK, and *Crazy Taxi* by Sega of America.

"We listened to consumers and found a way to solve two of the biggest issues for mobile gamers – precision control and improving the battery life on their phone," said Eric Bensussen, President of PowerA. "Never before in the history of video gaming has it ever been so much fun to charge your phone, and attendees at PAX will have the first chance to get their hands on these new MOGA Power Series controllers."

MOGA Hero Power (\$59.99 MSRP) and MOGA Pro Power (\$79.99 MSRP) for Android will be available this fall at major retailers in-store and online. These Power Series controllers will be available for pre-order online at store.MOGAanywhere.com or at the PAX Prime booth along with other product offerings.

Also on display at the booth will be a variety of cool and creative products from PowerA. Skylanders fans can experience a dream-come-true room filled with every PowerA Skylanders accessory imaginable. Consumers will have their first chance to check out PowerA's new lineup of video game controllers, including the Chromedia controllers, with controls for movies and music on consoles. Mobility fans will also be able to get their geek on with high-quality, creative cases for mobile phones and tablets that are based on some of the top brands in gaming and entertainment. Attendees will be able to view cases from Star Wars, Star Trek, Call of Duty, and Skylanders right at the booth -- and even purchase released cases at PAX. Console gamers will also be able to get their hands on the latest Wii, PS3, and Xbox 360 controllers from PowerA.

PowerA and MOGA will be conducting contests and giveaways throughout the 4-day show and can be found at booth #3403 in the Expo Hall.

About MOGA

MOGA is the industry leading mobile gaming system. 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 FUS1ON Tournament Controller by PowerA. The MOGA system includes Pivot, a free-to-download app that helps users search and 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 consists of more than 125 high-quality games, and more than 400 top developers have received the free MOGA Software Developers Kit (SDK) available at MOGAanywhere.com/developers.

The MOGA controllers support Android 2.3 (Gingerbread) and higher mobile devices. The pocket-sized MOGA (\$29.99 MSRP) and the full-sized MOGA Pro (\$49.99 MSRP) are now available at major retailers and carrier stores around the world. They are also available online through Amazon and at www.MOGAanywhere.com. MOGA Pocket and Pro are currently available in the UK and MOGA Pocket is also available in Australia and New Zealand.

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Developers: Contact MOGA at Devinfo@MOGAanywhere.com

About PowerA

PowerA creates innovative accessory products that enhance the world's best video game and mobile technology experiences. A brand that has become known for high standards and quality manufacturing, PowerA delivers the safest products possible including game controllers, cases, starter kits and a wide collection of other accessories. PowerA products are available at major retailers across the globe including North America, Europe, Australia and Latin America. To learn more, visit PowerA.com. PowerA: Amplify Your Experience™

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Media Contact

Steve Cherrier

Step 3 for PowerA

604-602-9974

steve@step-3.com