

FOR IMMEDIATE RELEASE

MOGA™ Provides the Ultimate Zombie Safe House for Gamers at PAX East in Boston

*Gamers at PAX East Will Go Hands-On With the MOGA Pro Controller
and MADFINGER's Zombie Shooter, Dead Trigger*

MOGA Pro Controller to be Available at Key Retailers and Carriers This Spring for \$49.99

Woodinville, WA. – March 14, 2013 – If a zombie infestation begins on the East Coast, MOGA will be ready with a zombie safe house on the show floor of PAX East in Boston, Massachusetts on March 22 – 24. MOGA will be on-hand at this year's PAX East (booth #648) to give consumers their first-ever hands-on experience of the new console-style MOGA Pro Controller for Android devices. At PAX East, MOGA is partnering with developer MADFINGER and their hit MOGA Enhanced zombie game, *Dead Trigger*, to provide attendees at the show an experience they'll never forget. Zombies will be roaming the exhibit hall, infecting unsuspecting gamers and giving them a chance to win a MOGA Pocket controller in the process.

"The perfect place to unveil MOGA Pro is at PAX, and a great game to show off MOGA Pro's capabilities is *Dead Trigger*," said JJ Richards, MOGA Divisional Vice President. "We believe gamers are going to have a lot of fun at the MOGA booth during PAX East. Not only will they get their first opportunity to try out the upcoming MOGA Pro, but attendees at this year's show will also have a chance to win great prizes at our MOGA zombie safe-house."

MOGA Pro will be available at key retailers and mobile carriers later this spring for an estimated retail price of \$49.99. Gamers will be able to pre-order MOGA Pro online beginning March 22 at MOGAanywhere.com, Walmart.com, and BestBuy.com.

Features of the MOGA Pro include full-sized console-style grips, clickable dual analog sticks, four action buttons, a classic directional pad, two shoulder buttons, two shoulder triggers, rechargeable batteries, USB charging cord and a tablet stand. Additionally, MOGA Pro comes with the full support of the MOGA Mobile Gaming System, including wireless Bluetooth syncing with Android phones and tablets, the MOGA Arm that secures phones up to 3.2 inches wide and the MOGA Pivot App.

About MOGA

The MOGA Mobile Gaming System combines three key innovations. MOGA controllers are the first state-of-the-art controllers designed specifically for mobile devices. The original MOGA Controller is pocket-sized, streamlined and very portable. The MOGA Pro Controller allows mobile gamers to play with the same familiarity and control schemes that they are used to playing on their console systems. Both controllers connect via *Bluetooth*® wireless technology, and feature the controls that mobile gamers and developers demand. In addition, the MOGA Software Development Kit (SDK) provides mobile game developers greater precision, robust control and enhanced display abilities while enabling fast, efficient development of rich new game titles and MOGA enhancement of existing titles. Finally, the MOGA™ Pivot App enables gamers to easily browse, find and play a list of MOGA Enhanced Games in one convenient location. The MOGA Pivot App is available free via Google Play.

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 www.MOGAanywhere.com.

The MOGA controllers support Android 2.3 (Gingerbread) and higher mobile devices. The pocket-sized MOGA is now available at Best Buy, Walmart, Toys"R"Us, Fred Meyer, Gamestop, Target, T-Mobile, AT&T, Verizon and a nationwide network of additional retailers and carrier stores. It is also available through Amazon and PowerA.com.

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