

FOR IMMEDIATE RELEASE

**MOGA™ Mobile Gaming System Expands
to Include Console-Style MOGA Pro Controller**

MOGA Pro Unveiled at the Consumer Electronics Show in Las Vegas This Week

Woodinville, WA. – January 7, 2013 – PowerA™ unveils a new addition to the MOGA™ Mobile Gaming System at this year's Consumer Electronics Show in Las Vegas, January 8-11 -- the console-style MOGA Pro Controller. MOGA Pro is a full-featured mobile game controller that transforms your Android into a mobile gaming system and brings a familiarity console gamers will appreciate.

Features of the MOGA Pro include a full-sized console-style grips, precision dual analog sticks, 4 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 synching with Android phones and tablets, the MOGA arm that secures phones up to 3.2 inches wide and the MOGA Pivot App.

"The response to our MOGA pocket-sized controller from Android gamers has been fantastic, and we're now excited to give mobile gamers true, console-style control with MOGA Pro," said Eric Bensussen, President of PowerA. "Now more than ever, mobile gamers will feel at home with a traditional controller while playing the huge variety of games available on the MOGA Mobile Gaming System."

MOGA Pro will be available in Spring 2013 (price TBD).

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 is pocket-sized, streamlined and very portable. The MOGA Pro 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. MOGA Pivot App is available free via Google Play.

The original pocket-sized version of MOGA 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.PowerA.com/MOGA.

The MOGA system supports Android 2.3 (Gingerbread) and higher mobile devices. The pocket-sized MOGA is now available for an estimated retail price of \$49.99 USD at Best Buy, Walmart, Toys"R"Us, Fred Meyer, Gamestop, T-Mobile, AT&T, Verizon and a nationwide network of additional retailers and carrier stores. It is also available through Amazon and PowerA.com.

Follow MOGA

Facebook: facebook.com/PowerAMobility

Twitter: twitter.com/MOGAanywhere

YouTube: youtube.com/MOGAanywhere

Developers: Contact PowerA at DevInfo@PowerA.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 across the globe at major retailers including North America, Europe, Australia and Latin America. To learn more, visit PowerA.com. PowerA: Amplify Your Experience™

Follow PowerA

Facebook: facebook.com/PowerAExperience

Twitter: twitter.com/Power_A

All trademarks are the property of their respective owners.

Media Contact

Steve Cherrier

Step 3 for PowerA

604-602-9974

steve@step-3.com