

**FOR IMMEDIATE RELEASE**

**MOGA™ From PowerA™ Continues to March Towards Launch With  
Announcement of New Software Partners**

*MOGA to be Playable by the Public for the First Time at PAX Prime (Booth #125)*

**Woodinville, WA. – August 29, 2012** -- For the first time ever, gamers will be able to get their hands on MOGA™ in the [PowerA](#) booth at the Penny Arcade Expo (PAX) in Seattle August 31 - September 2. The MOGA Mobile Gaming System, poised to bring console quality gaming experiences to mobile phones and tablets, has support from developers and publishers from around the world. At E3 last June, PowerA unveiled top publishers such as Atari, Gameloft, Namco Bandai, Sega and more, and new publishers and developers are coming on board each month.

At PAX, PowerA is also announcing support for MOGA from top game publishers (and games) such as And Creations (*Galaxy NGC3*), Brisk Mobile (*Medieval, Black Water*), Deemedya (*Trial Extreme*), Flex Friday Software (*Stealth Chopper 3D*), Phanovatives Studio (*Gunship 3D*), Robinson Technologies (*Tanked, Dink Smallwood HD*), Virtual GS (*Space War*) and We Came from Mars (*Return Zero*). With the support of these publishers and others, MOGA will feature top games from every genre, including shooters, racing, sports, arcade and more.

MOGA is the first and only complete mobile gaming system combines a true state-of-the-art mobile controller, top quality game titles enabled by robust development software and a unique game library app that makes finding, using and sharing MOGA Enhanced games fast and easy.

To empower this advance in mobile gaming, MOGA combines three key innovations into a single powerful system. The MOGA Controller is the first state-of-the-art, full-featured controller designed specifically for mobile devices. Pocket-sized, portable and connected via Bluetooth, the MOGA Controller features the controls that console gamers and developers demand: dual analog sticks, two shoulder buttons, four action buttons and standard home, start and select buttons. In addition, the MOGA SDK provides mobile game developers with 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 library of MOGA Enhanced games in one convenient location. MOGA Pivot will be available free via Google Play.

The MOGA system will initially support Android 2.3+ mobile devices, and be available this holiday.

Visit [PowerA.com/MOGA](#) for more details.

Developers: Contact PowerA at [DevInfo@PowerA.com](mailto:DevInfo@PowerA.com)

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**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™

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