

FOR IMMEDIATE RELEASE

**POWERA BATARANG CONTROLLERS NOW AVAILABLE
IN TIME FOR *BATMAN: ARKHAM CITY* RELEASE**

Woodinville, WA. – October 19, 2011 -- Where does he get those wonderful toys? [PowerA](#), a recognized leader in video game controllers and accessories, today announced the availability of an officially licensed Batarang controller in conjunction with the release of the highly anticipated *Batman: Arkham City* video game. PowerA partnered with Warner Bros. Consumer Products (WBCP), *Batman: Arkham City* publisher Warner Bros. Interactive Entertainment and developer Rocksteady Studios to create a controller worthy of the DC Comics' core *Batman* property. Fans will appreciate the themed design elements on these high-performance, one-of-a-kind collectible controllers for PLAYSTATION® 3 and Xbox 360®.

Both controllers feature an ergonomic design with rubberized grips, dual rumble motors and the ability to select from seven built-in LED colors to personalize each user's gaming experience. The Batarang controller for PLAYSTATION 3 is wireless with reverse analog sticks and motion sensing technology. It also includes an internal rechargeable battery, a *Batman*-themed USB RF receiver and USB charging cable. The Batarang controller for Xbox 360 is a wired controller with a 9.8-foot / 3m inline release cable, and is officially licensed for Xbox 360.

"*Batman: Arkham City* is one of the most highly anticipated games this holiday and PowerA is excited to deliver a Batarang controller at game launch that will give players the ultimate Arkham City experience," said John Moore, vice president of product development and marketing for PowerA. "We wanted to ensure that the Batarang controller was not only a great collectible, but also packed with features that will satisfy gamers *and* fans of the Caped Crusader."

The *Batman: Arkham City* Batarang controllers are now available at retailers nationwide. Visit [PowerA.com](#) for more details.

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About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About Warner Bros. Interactive Entertainment

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all current and future platforms, including console, handheld and PC-based gaming for both internal and third party game titles.

About DC Entertainment

DC Entertainment, home to iconic brands DC Comics (Superman, Batman, Green Lantern, Wonder Woman, The Flash, etc.), Vertigo (Sandman, Fables, etc.) and MAD, is the creative division charged with strategically integrating across Warner Bros. and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment, and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is the largest English-language publisher of comics in the world.

About Rocksteady Studios Ltd

Rocksteady Studios is a multi-award winning videogame developer based in London, England. Located in a spacious, purpose built converted factory, with full motion capture and audio studio capabilities, Rocksteady is an energetic company formed by a core team of senior industry professionals. This creates

an ideal balance of drive, talent, proven methods, experience and cutting edge technology to make AAA games. Now employing over 90 people, Rocksteady's mission is to be a highly professional, efficient company whose purpose is to make great games, and have happy and healthy team members. This philosophy is the heart and soul of the company. Rocksteady received the coveted 'studio of the year' award at the 2009 VGA awards.

About PowerA

PowerA creates reliable, high quality and innovative accessories that amplify consumers' experiences with the world's best technologies. This consumer products division of Seattle-based BDA, Inc. partners with some of the most popular consumer electronics companies in the world, including Nintendo of America Inc., Sony Computer Entertainment America LLC, Microsoft® and Apple®. Committed to producing the safest products possible, PowerA carefully monitors product development and quality assurance to exceed the testing requirements of its licensors. PowerA products are available at major retailers in North America, Europe, Australia and Latin America. To learn more about PowerA accessories, please visit PowerA.com. PowerA: Amplify Your Experience™.

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