



FOR IMMEDIATE RELEASE

PowerA AND LEGO® INK EXCLUSIVE LICENSING RELATIONSHIP

*Innovative Gaming Accessory Brand to Create Officially Licensed Products for
The LEGO Group and Partnering Franchises*

Woodinville, WA – November 22, 2010 -- [PowerA](#), the retail consumer products brand of Bensussen Deutsch & Associates, Inc. (BDA), today announced it has forged an exclusive licensing relationship with [The LEGO® Group](#) to be its sole video game accessory partner in North America. In this role, PowerA will support the core LEGO brand through a variety of licensed gaming products available to consumers in major retail outlets.

“PowerA has built a reputation throughout the industry for its ability to extend popular brands through high quality products that conform to the most exacting standards,” said Stephanie Lawrence, licensing director, The LEGO Group. “While the LEGO brand is always evolving, there are core values that remain constant. After a rigorous evaluation process, we chose to sign an exclusive agreement with PowerA because we believe it is the best partner to deliver both creativity and quality without compromise.”

PowerA is shipping its exclusive lineup of interactive, buildable LEGO licensed products to major retail stores throughout the 2010 holiday buying season, including the PowerA LEGO Play & Build Remote for Wii™ featuring official LEGO tiles. In addition to being a high-quality remote for Wii, the buildable surfaces and included 31 bonus LEGO tiles allow users to customize the design of their remote. It also features compatibility with Wii MotionPlus™, an internal speaker and larger buttons for enhanced control during game play. The PowerA LEGO Play & Build Remote for Wii is available exclusively at Toys “R” Us with an MSRP of \$39.99.

Also releasing this holiday season is a line of LEGO® *Harry Potter*™ video game accessories for Nintendo DS™. The components are made with official LEGO bricks and tiles allowing consumers to play and build using their own LEGO bricks. The LEGO Harry Potter Armor Case Kit for Nintendo DSi™ includes a system playthru case with LEGO tiles featuring Harry Potter artwork and buildable LEGO plates underneath, a “brick” stylus with removable LEGO Harry Potter Minifigure™, and two (2) stackable LEGO Brick Game Cases that fit one (1) Nintendo DS™ Game Card each (MSRP \$14.99). The LEGO Harry Potter Play & Build Kit for Nintendo DS includes one (1) LEGO brick stylus with

removable LEGO Harry Potter Minifigure and two (2) stackable LEGO Brick Game Cases (MSRP \$9.99).

PowerA and The LEGO Group will introduce additional video game accessories in spring 2011 including a line for the LEGO® *Star Wars*™ III: The Clone Wars video game

"The opportunity for PowerA to work exclusively with the world-class LEGO toy brands demonstrates the quality of our product and the broad reach of our retail partners," said Eric Bensussen, president of PowerA and BDA. "Together, The LEGO Group and PowerA will bring some of the most popular LEGO video game franchises and the iconic LEGO bricks to gaming accessories that seamlessly extend the brand franchise."

About The LEGO Group

The LEGO Group is a privately held company based in Billund, Denmark. The company is still owned by the Kirk Kristiansen family who founded it in 1932. The LEGO Group is engaged in the development of children's creativity through playing and learning. Based on the world-famous LEGO brick, the company today provides toys, experiences and teaching materials for children in more than 130 countries. The LEGO Group has approximately 8,000 employees, and it is the world's fifth largest manufacturer of play materials.

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 www.PowerA.com. PowerA: Amplify Your Experience™.

LEGO and the LEGO logo are trademarks of The LEGO Group. HARRY POTTER characters, names and related indicia are trademarks of and © Warner Bros. Entertainment Inc. Harry Potter Publishing Rights © JKR. (s10)

###

Follow PowerA

Twitter: http://twitter.com/power_a

Facebook: <http://www.facebook.com/PowerAExperience>

Media Contact

Neil Wood

Step 3 for PowerA
805.687.7410
PowerA@step-3.com