

FOR IMMEDIATE RELEASE

**PowerA Announces LEGO® Star Wars™ III: The Clone Wars™
Accessories for Nintendo DS™**

*Play & Build Accessories Allow Gamers to Customize
Their Portable Game System Anywhere in the Galaxy*

Woodinville, WA – April 22, 2011 -- [PowerA](#), the retail consumer products brand of Bensussen Deutsch & Associates, Inc. (BDA), today announced the launch of two officially branded LEGO® Star Wars™ III: The Clone Wars™ accessories for Nintendo DS™ Lite and Nintendo DSi™. Fans of the popular animated television series and award-winning LEGO Star Wars video game series will now be able to show off their portable gaming system in style with a new Play & Build Kit for Nintendo DS™ and an Armor Case Kit for Nintendo DSi.

"The overwhelmingly positive response we received for the PowerA LEGO Play & Build Remote has showed us that gamers love to use their imagination and creativity around their favorite games," said John Moore, vice president of product development and marketing, PowerA. "Adding LEGO Star Wars III: The Clone Wars accessories to our product portfolio builds on the excitement of this highly-anticipated software title."

This new collection of branded LEGO Star Wars III: The Clone Wars accessories features buildable components that are compatible with other LEGO Bricks and Tiles, allowing gamers to play and build anywhere in the galaxy. The accessories are now available at key retailers.

- **LEGO Star Wars III: The Clone Wars Armor Case Kit for Nintendo DSi** (MSRP: \$14.99)
This kit features custom graphics from LEGO Star Wars III: The Clone Wars, and includes:
 - A patented Armor Case with a unique playthru design that allows you to play Nintendo DSi without removing it from the case.
 - A set of official LEGO Star Wars III: The Clone Wars Tiles to create a battle scene on your Armor Case (or anywhere you like), plus a custom removable Clone Trooper minifigure™ to stand guard.
 - Two stackable Brick Game Cases with buildable surfaces that each holds one Nintendo DS Game Card.

- **LEGO Star Wars III: The Clone Wars Play & Build Kit for Nintendo DS** (MSRP: \$9.99)
This popular kit works with every Nintendo DS system and includes:
 - One custom LEGO Stylus with Star Wars III: The Clone Wars graphics, along with a removable Anakin minifigure perched on a buildable LEGO surface.
 - Two stackable Brick Game Cases that each hold one Nintendo DS Game Card and feature buildable surfaces.

About LucasArts

LucasArts, a division of Lucasfilm Entertainment Company Ltd., is a leading developer and publisher of interactive entertainment software worldwide for video game console systems, computers and the Internet. Based in San Francisco, Calif., as well as on the Internet at www.lucasarts.com, LucasArts was created in 1982 by George Lucas to provide an interactive element to his vision of a state-of-the-art, multifaceted entertainment company.

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™.

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