

FOR IMMEDIATE RELEASE

PowerA Air Flo™, Mini Pro and Pro Pack Mini™ Plus Controllers Now in Stores

Line of New Controllers Offers Players More Ways to Stay Cool and Find the Perfect Fit

Woodinville, WA. – October 4, 2011 -- [PowerA](#) today announced the availability of new video game controllers that meet the needs of today's discerning gamer. The three different types of controllers available include new Mini Pro controllers for PLAYSTATION® 3 and Xbox 360®, super cool Air Flo™ controllers for PLAYSTATION 3 and Xbox 360, and a Pro Pack Mini™ Plus controller set for Wii™.

"This is the most dynamic lineup of controllers PowerA has ever produced and fits perfectly into our overall strategy of redefining quality in the third party controller market," said John Moore, vice president of product development and marketing, PowerA. "In addition to the high quality performance that PowerA is known for, these new controllers offer innovative new features and exclusive technology that enable gamers to enjoy their games more than ever. Whether it's staying cool with Air Flo or enjoying the ergonomic design of our Pro Pack Mini Plus and Mini Pro controllers, we're confident that video game players on any console are going to find a controller they love."

These new PowerA controllers are available beginning this month at retailers nationwide. Visit [PowerA.com](#) for more details.

- **Air Flo™ Controllers**

Play hard and stay cool! These ergonomically designed wired controllers include fans for cool and comfortable gaming -- perfect for long game sessions.

- **Air Flo Controller for Xbox 360 (MSRP: \$39.99)**
 - Officially licensed by Microsoft for Xbox 360
 - Patented Air Flo technology and illuminated vents keep your grip cool
 - Built-in fan with two speeds circulates up to 3.4 cubic feet of air per minute
 - Dual rumble motors
 - Ergonomically designed for comfort
 - Soft-touch grips around cooling vents
 - Illuminated action buttons and air vents
 - Attached 9.8 ft/3 m USB cable

- **Air Flo Controller for PLAYSTATION 3 (MSRP: \$34.99)**
 - Patented Air Flo technology and illuminated vents keep your grip cool
 - Built-in fan with two speeds circulates up to 3.4 cubic feet of air per minute
 - Reverse analog sticks
 - Dual rumble motors
 - Ergonomically designed for comfort
 - Soft-touch grips around cooling vents
 - Illuminated action buttons and air vents
 - Attached 9.8 ft/3 m USB cable

- **Mini Pro Controllers**

Wired and wireless mini controllers with high performance features plus a perfect fit for those who find standard size controllers to be small on comfort.

- **Mini Pro Elite Wireless Controller for PLAYSTATION 3 (MSRP: \$39.99)**
 - Ergonomic and compact design provides better control for adults and kids
 - Motion sensing technology
 - Reverse analog sticks



- Dual rumble motors
- Eye-catching translucent shell over blue metallic inner coating
- LED control turns glowing action buttons on or off
- **Mini Pro EX Controller for Xbox 360** (MSRP: \$29.99)
 - Officially licensed by Microsoft for Xbox 360
 - Compact, ergonomic design means better control for adults and kids
 - Dual rumble motors
 - Xbox Guide button
 - Audio jack for headset connection
 - Eye-catching translucent shell over green metallic inner coating
 - LED control turns glowing action buttons on or off
- **Pro Pack Mini™ Plus Controllers for Wii** (MSRP: \$39.99)
The best-selling mini controllers for Wii just got better with the addition of motion technology and customizable button glow.
 - Set includes MiniRemote™ and secondary controller in Black, Blue or Pink
 - Built-in Motion Technology
 - Glowing action buttons – select between seven bright built-in LED colors
 - Compact and comfortable solution for adults and kids
 - Larger A, 1 and 2 buttons for overall enhanced game play
 - MiniRemote™ is 20% smaller than full-size remotes
 - Powered by AA batteries for longer life

For more information, please visit the PowerA site at PowerA.com.

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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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