

PowerA Announces Availability of Officially Licensed Nintendo 3DS™ Accessories

Starter Kits, Cases, Chargers and More Now Available for the Hot New Portable Game System

Woodinville, WA – March 24, 2011 -- [PowerA](#), the retail consumer products brand of Bensussen Deutsch & Associates, Inc. (BDA), today announced the launch of a line of branded accessories specially designed for the cutting-edge Nintendo 3DS™ game system. Each product is officially licensed by Nintendo and will help consumers protect, transport, organize, charge and personalize their new Nintendo 3DS with style.

"Licensed PowerA starter kits and accessories extend the Nintendo brand while allowing new Nintendo 3DS owners to protect and enjoy their handheld and Nintendo 3DS™ Game Cards," said Steve Singer, vice president of licensing for Nintendo of America Inc. "PowerA has been a long-time partner in producing high quality third-party accessories for each new launch in the popular Nintendo DS series."

The collection of Nintendo 3DS accessories including starter kits, cases, and other accessories will be available at key retailers in conjunction with the system's March 27, 2011 release. Some of the key products in the line include:

- **PowerA Explorer Starter Kit for Nintendo 3DS**
The Explorer Starter Kit contains everything you need to get started with your Nintendo 3DS. The secure zippered case is designed to provide a secure fit for your Nintendo 3DS system and up to three of your favorite Nintendo 3DS Game Cards. The kit comes with an assortment of accessories for your Nintendo 3DS, including Ear Buds, Executive Pen Stylus, a Replacement Stylus and a Cleaning Cloth. The included Car Adaptor truly lets you take your gaming with you anywhere you roam. The Explorer Kit is available at a suggested retail price of \$29.99.
- **PowerA Core Starter Kit for Nintendo 3DS**
The Core Starter Kit comes with a protective case that holds three Nintendo 3DS Game Cards and a Stylus. The kit also includes two Replacement Styli, Cleaning Cloth, Ear Buds, Screen Protectors and two Tri-Fold Game Cases (each holds four Nintendo 3DS Game Cards) and is available at a suggested retail price of \$19.99.
- **PowerA Clean and Protect Kit for Nintendo 3DS**
Nintendo 3DS owners can use the Clean and Protect Kit to help keep their game system in mint condition. The kit includes a Tri-fold Game Case (holds four Nintendo 3DS Game Cards), two Single Game Cases, three Replacement Styluses, two Screen Protectors and a Cleaning Cloth. The Clean and Protect Kit is available at a suggested retail price of \$9.99.

"PowerA is proud to partner with Nintendo to bring well-designed, in-demand accessories to consumers in conjunction with the launch of Nintendo 3DS," said John Moore, vice president of product development and marketing, PowerA. "New owners who want to protect and accessorize their Nintendo 3DS from day one now have a great selection of products that meet the high standards set by PowerA."

More information about the entire lineup of Nintendo 3DS accessories can be found on the official PowerA site at <http://www.PowerA.com>.

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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Media Contact

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