

FINAL – FOR IMMEDIATE RELEASE

**PowerA Earns Stevie® Award
For Best Consumer Products – Durables Website**

PowerA.com Also Named Finalist for Best Overall Website

Woodinville, WA – June 23, 2011 — PowerA today announced that its newly launched website received a Stevie Award for Best Consumer Products – Durables Website in the 2011 American Business Awards. PowerA.com was also a finalist for Best Overall Website. The awards were presented Monday night during ceremonies at the Marriott Marquis Hotel in New York City.

Designed and programmed entirely in-house and launched in April, the website showcases the PowerA product line and allows consumers to interact with products using dynamic zoom, pan and rotational functions.

“It’s a true honor for PowerA.com to be recognized alongside such great company. The quality and functionality of the nominated sites in this category is simply outstanding,” said Eric Bensussen, BDA and PowerA president. “Our design team has given PowerA an innovative web presence that represents our mission of creating accessories that amplify the entertainment experience for consumers. PowerA.com showcases our product line in a compelling fashion and presents a visually engaging story for the user.”

The PowerA.com design and build was managed by BDA vice president of marketing Rob Martin, director of creative services Dan Meyer, director of eCommerce and interactive Think Tran and PowerA director of marketing Karen Quilantang.

Stevie Awards were presented in over 40 categories, drawing more than 2,800 entries from organizations of all sizes and in virtually every industry. More than 200 executives across the country participated in the judging process to determine the Finalists and Stevie Award winners.

Details about The American Business Awards and a breakdown of honorees by category are available at www.stevieawards.com/aba.

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™.

About the Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.



Sponsors and partners of The 2011 American Business Awards include Infogroup, IBM Netezza, American Support, Citrix Online, Epic Media Group, High Performance Technologies Inc., iolo technologies, LifeLock, Merisel, PetRays, SDL, SoftPro, and Vérité, Inc.

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