



## **FOR IMMEDIATE RELEASE**

### **PowerA Launches Innovative New Web Site**

*Interactive Site Utilizes Cutting-Edge 3D Product Showcase and Live Social Media Connectivity*

**Woodinville, WA – April 26, 2011** -- [PowerA](#), the retail consumer products brand of Bensussen Deutsch & Associates, Inc. (BDA), today announced the relaunch of PowerA.com, which delivers a truly unique user experience. The new PowerA.com is an advanced web application that offers Flash interactive browsing and interactive 3D product displays. Visitors to the site will be able to browse the PowerA product line and seamlessly share and connect with their friends through social media outlets including Twitter, Facebook and YouTube.

As a brand fueled by innovation, PowerA needed a web presence that represents its mission to create accessories that amplify the experience consumers have with the world's best technologies.

"We have some of the industry's most innovative products on the market, so we wanted to give consumers an online experience that is as close as possible to experiencing our products in person," said Eric Bensussen, president of PowerA. "Now you can view some of our top products from any angle, see the features by hovering over interactive hot spots, find the product at your favorite in-store or online retailer, or purchase it on PowerA.com."

The site presents a visually impactful story and invites the user to interact with products via dynamic zoom, pan and rotational functions. PowerA.com speaks to all audiences—core gamers, recreational gamers, moms and dads—and lets the product do the talking.

Other features include integrated social media functions, an intuitive product browser, a new PowerA Community to join, an account feature, a wish list that can be saved and shared, product warranty registration and support, and more.

For more information and to view the new site, please visit <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](http://www.PowerA.com). PowerA: Amplify Your Experience™.

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