

FOR IMMEDIATE RELEASE

The Force is Strong with *Star Wars*™ iPhone Cases by PowerA

*Iconic Star Wars Licensed Cases for iPhone 4/4S Debut
at E3 EXPO June 5-7 in Los Angeles*

Los Angeles, CA. – June 5, 2012 (E3 EXPO, Booth #5222 West Hall) -- A Jedi's strength flows from ... his phone? PowerA today announced that it will debut a limited edition collection of licensed cases for iPhone 4/4S at the E3 Expo June 5-7 in Los Angeles. Iconic imagery, classic poster art and sculpted character representations from the *Star Wars*™ universe allow iPhone users to show their *Star Wars* pride with these officially licensed *Star Wars* cases from PowerA.

"These are indeed the iPhone cases you are looking for," quipped John Moore, vice president of product development and marketing for PowerA. "Mobile phones play a huge part in the lives of so many, and for the last 35+ years *Star Wars* has been a prominent part of mainstream culture. These innovative and high quality cases inspired by classic *Star Wars* art and characters are eye-catchers for fans of the franchise."

The ***Star Wars Collector Case Series for iPhone 4/4S*** allow fans to touch and see iconic *Star Wars* character art in sculpted detail. R2-D2, Chewbacca, C-3PO and Darth Vader each have their own unique details represented on their individual cases. The ***Star Wars Saga Cases for iPhone 4/4S*** feature two different designs inspired by the original poster art from the classic films and the droids on Tatooine.

The PowerA collection of officially licensed *Star Wars* cases for iPhone 4/4S will be available later this year at major retailers. Visit PowerA.com/StarWars for more details.

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About Lucasfilm

Lucasfilm Ltd. is one of the world's leading film and entertainment companies. Founded by George Lucas in 1971, it is a privately held, fully-integrated entertainment company. In addition to its motion-picture and television production operations, the company's global activities include Industrial Light & Magic and Skywalker Sound, serving the digital needs of the entertainment industry for visual-effects and audio post-production; LucasArts, a leading developer and publisher of interactive entertainment software worldwide; Lucas Licensing, which manages the global merchandising activities for Lucasfilm's entertainment properties; Lucasfilm Animation, which is currently producing content for film and television, including *Star Wars: The Clone Wars*, a CG-animated half-hour television series; and Lucas Online creates Internet-based content for Lucasfilm's entertainment properties and businesses. Additionally, Lucasfilm Singapore, produces digital animated content for film and television, as well as visual effects for feature films and multi-platform games. Lucasfilm's motion-picture productions include three of the 20 biggest box-office hits of all time and have received 19 Oscars and more than 60 Academy Award nominations. Lucasfilm's television projects have won 12 Emmy Awards. Lucasfilm Ltd. is headquartered in San Francisco, Calif.

About PowerA

PowerA creates innovative accessory products that enhance the world's best video game and mobile technology experiences. A brand that has become known for high standards and quality manufacturing, PowerA delivers the safest products possible including game controllers, cases, starter kits and a wide collection of other accessories. PowerA products are available across the globe at major retailers including North America, Europe, Australia and Latin America. To learn more, visit PowerA.com. PowerA: Amplify Your Experience™



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