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DESIGNED TO ACCOMPANY *STAR WARS THE CLONE WARS: REPUBLIC HEROES*, NEW CLONE TROOPER BLASTER IS THE ULTIMATE VIDEO GAME ACCESSORY

Licensed Product by Nintendo and Lucasfilm Ltd. Guarantees Authentic Star Wars Experience

Woodinville, Wash. – June 23, 2009 – Bensussen Deutsch & Associates, Inc. (BDA), a leading manufacturer of licensed retail consumer electronics accessories, today revealed its new Clone Trooper Blaster for Wii™. Licensed by both Nintendo and Lucasfilm Ltd., and marketed under BDA’s POWER A brand, the Clone Trooper Blaster will create an authentic Star Wars™ experience while players battle through perilous missions.

Created to accompany the *Star Wars The Clone Wars: Republic Heroes*™ game being released in September, the blaster is designed for use with both the Wii Remote™ and Nunchuk™. When a player encounters an enemy, the blaster’s dual-trigger action – one on the barrel and one on the Nunchuk – enables quick blasting!

“Inspired by the blasters used in *Star Wars: The Clone Wars*, the Clone Trooper Blaster upholds the quality and creativity standards of both Nintendo and Lucasfilm,” said Eric Bensussen, president of BDA. “As the only licensed Star Wars blaster on the market, players will genuinely feel like they are part of the battle for peace in a galaxy far, far away.”

To further add to the experience, the Clone Trooper Blaster includes a bonus sheet of decals, allowing players to create an authentic, personalized look. Some of the stickers help players keep track of the number of battle droids they have defeated, while other battle damage stickers give the blaster a well-earned battered look.

About BDA’s Consumer Products Division

The Consumer Products Division of Bensussen Deutsch & Associates, Inc. (BDA) holds licenses with some of the most popular consumer electronics companies in the world, including Nintendo, Sony and Microsoft. The Seattle-based company designs, manufactures and delivers video game accessories to many of the world’s largest retailers. BDA is committed to producing the safest product possible, and maintains an office in China to carefully monitor quality assurance and product and packaging development. American retailers include Amazon.com, Best Buy, GameStop, Target, Toys “R” Us and Walmart. International retailers include Carrefour, Auchan, FNAC, MediaMarkt, and Micromania in Europe; Sears, Walmart Canada and Zellers in Canada; and EB, Game and Harvey Norman in Australia. To learn more about the work of

BDA's Consumer Products Division and its line of licensed video game accessories, please visit www.PowerA.com.

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