



FOR IMMEDIATE RELEASE

LIGHT-UP LIGHTSABERS TRANSFORM WII PLAYERS INTO JEDI KNIGHTS

Licensed STAR WARS™ Lightsabers for Wii Helps Gamers Replicate Battle Experience

Woodinville, Wash. – June 23, 2009 – Bensussen Deutsch & Associates, Inc. (BDA), a leading manufacturer of licensed retail consumer electronics accessories, today revealed its new *Star Wars*™ Light-Up Lightsabers for Wii™. Licensed by Lucasfilm Ltd. and marketed under BDA’s POWER A brand, the POWER A Light-Up Lightsabers are sculpted replicas of the famed weapons used by Anakin Skywalker and Jedi Master Yoda.

Designed for use with the Wii Remote, an on/off switch allows players to control the light-up feature of the lightsaber. The Anakin lightsaber is illuminated with a blue glow, while Yoda’s has a green glow. The Wii Remote fits safely in the lightsaber handle, which was designed for comfort, enabling players to battle at peak performance levels.

“The lightsaber is the ultimate symbol of a Jedi Knight, and the POWER A Lightsaber will represent the only licensed lightsaber for Wii on the market,” said Eric Bensussen, president of BDA. “Players can feel like they are truly part of the action in the game like never before.”

POWER A Light-Up Lightsabers will be available at retail this Fall.

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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