



FOR IMMEDIATE RELEASE

FORMER NINTENDO EXECUTIVE JOINS BDA AS VICE PRESIDENT

Esteemed Industry Executive John Moore Named Divisional VP of Product Development and Marketing for BDA's POWER A Division

WOODINVILLE, Wash. – January 12, 2010 – POWER A, a leading manufacturer of licensed retail consumer electronics accessories and the consumer products division of Bensussen Deutsch & Associates Inc., (BDA), today announced the appointment of John Moore as Divisional Vice President of Product Development and Marketing. In this role, Moore will identify new product development opportunities, lead the soft goods development team for first- and third-party licensed products, and direct product marketing for BDA's POWER A brand.

“With years of experience creating and marketing products that gamers crave, John has established a solid reputation in the industry as having a keen sense for the type of video game accessories that will succeed in the marketplace,” said Eric Bensussen, president of BDA. “John’s expertise will be invaluable to POWER A as we anticipate delivering more products in 2010 than any year prior and turning the POWER A into a household name.”

Before joining BDA Moore spent nearly two decades at Nintendo of America, where he served as the Director of Channel Marketing and helped launch two of the consumer gaming company’s most iconic products: the popular Wii console and the Nintendo DS series of portable gaming devices. Most recently, Moore served as Sr. Vice President of Marketing and Licensing at Performance Designed Products (PDP), which like POWER A, is an industry leader in designing and manufacturing peripherals for all major video game platforms, including PlayStation 2®, PlayStation 3®, Wii™, Nintendo DS™, Xbox®, and Xbox 360®. Moore received his BA in Marketing Sales and Promotional Management from Florida Atlantic University.

“In my career I’ve always gravitated towards innovators and BDA’s POWER A brand has emerged as one of the industry’s shining lights in bringing authentic and highly innovative product accessories to market,” said John Moore. “Over the past 25 years BDA has consistently been on the forefront of product design and an unmatched understanding of what companies need to help make their brand a true experience. It’s great to be with a team who always has its eyes on the next big thing.”



About POWER A

POWER A develops authentic, innovative and high quality accessories for video game and electronic devices that enhance the entertainment experience for consumers. This consumer products division of Seattle-based BDA Inc. partners with some of the most popular consumer electronics companies in the world, including Nintendo, Sony, Microsoft and Apple. Committed to producing the safest products possible, POWER A carefully monitors development and quality assurance to exceed the testing requirements of its licensors. American retailers include Apple Stores, Amazon.com, Best Buy, GameStop, Target, Toys 'R' Us and Walmart. International retailers include Carrefour, Auchan, FNAC, MediaMarkt, and GAME and ASDA in Europe; Sears, Walmart Canada and Zellers in Canada; and EB, Game and Harvey Norman in Australia. To learn more about POWER A's licensed video game accessories, please visit www.PowerA.com.

Media Contacts

Alana Morgan
Barokas PR for BDA
206.264.8220
bda@barokas.com