

FOR IMMEDIATE RELEASE

**POWER A LAUNCHES LINE OF OFFICIALLY LICENSED NINTENDO DSi XL™
ACCESSORIES**

Make the Most Out of the New Handheld with Cases, Kits and More

Woodinville, Wash. – April 2, 2010 – POWER A, the consumer products division of Bensussen Deutsch & Associates, Inc., (BDA), today announced the launch of a line of branded accessories that are specially designed to match the new, larger Nintendo DSi XL™ game system. Each product is officially licensed by Nintendo and helps consumers protect, maintain and personalize their new system.

“POWER A has been a long-time partner in producing high quality third-party accessories for each new launch in our popular Nintendo DS™ line,” said Steve Singer, vice president of licensing for Nintendo of America. “Licensed POWER A Starter Kits and other accessories extend the Nintendo brand even further, while allowing new owners to protect and enjoy their Nintendo DSi XL from day one.”

Available at all key retailers, the new collection of accessories highlights the portable gaming system’s sleek, grown-up feel with matching and complementary colors like Burgundy, Dark Brown and Bronze. The line includes:

- **POWER A Starter Kit for Nintendo DSi XL**
Start protecting the Nintendo DSi XL system with this pack of essentials. The Neoprene Case fully zips around the system and is specifically made to fit the Nintendo DSi XL. An officially licensed Car Adaptor also works with the Nintendo DSi™ system. Store up to a total of eight Nintendo DS Game Cards in the two Tri-fold Game Cases. A universal Touch Stylus, two Replacement Styluses, two Screen Protectors, Stereo Earbuds and a Cleaning Cloth are also provided. Choose from Burgundy, Bronze and Black.
- **POWER A Ultimate Travel Case for Nintendo DSi XL**
Specifically designed for the larger footprint of the Nintendo DSi XL, the Ultimate Travel Case has a full-zip closure and is made of durable EVA material to keep the system safe and protected. In addition to the style factor, the case also provides storage for up to eight Nintendo DS Game Cards and a large interior mesh pocket offers storage for other accessories (not included). Select a favorite from Silver, Black, or Burgundy to complement the system colors.
- **POWER A Clean & Protect Kit for Nintendo DSi XL**
The Clean and Protect Kit has the tools to protect and maintain the Nintendo DSi XL system for optimal game play. The kit includes one Game Storage Case that holds up to four Nintendo DS Game Cards, one Touch Stylus, one Replacement Stylus that fits in the system, two Screen Protectors made to fit the larger screen and a Cleaning Cloth. Choose from Burgundy, Black or Dark Brown.
- **POWER A Screen Protectors for Nintendo DSi XL**
Keep the Nintendo DSi XL screens in top condition with this high-quality Screen Protector set. The set of two protectors are precision-cut to fit the larger screens perfectly, and help prevent scratches and fingerprints.
- **POWER A Touch Stylus for Nintendo DSi XL**
Presenting the Touch Stylus for the Nintendo DSi XL, in colors that match the game systems. Available in Black/Burgundy or Bronze/Dark Brown, this stylus form factor is ideal for anyone who values a larger stylus for comfort and playability.

- **POWER A Stylus 3-Pack for Nintendo DSi XL**

Don't let a lost stylus interfere with game time – this replacement Stylus 3-Pack means a new stylus will be close at hand when you need it most. Designed to fit in the system. Available in Black/Charcoal/Burgundy and Dark Brown/Bronze/White color combinations.

Known for its high quality and innovative products, POWER A creates accessories and peripherals that meet both consumer needs and the strict standards of quality, safety and ingenuity of its licensors. As with the brand's other licensed Nintendo lines, the Nintendo DSi XL accessories are developed and manufactured to Nintendo's specifications and therefore carry the Official Nintendo Licensed Seal.

“At POWER A, we believe that well-designed accessories amplify the experience people have with their game system,” said Eric Bensussen, BDA president. “We are proud to once again partner with Nintendo to bring essential, in-demand accessories to market in conjunction with the launch of Nintendo DSi XL.”

About POWER A

POWER A develops authentic, innovative and high quality accessories for video game and electronic devices that amplify 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 products, please visit www.PowerA.com. *POWER A: Amplify Your Experience*TM.

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