

FOR IMMEDIATE RELEASE



INFRARED CASE FROM POWER A TRANSFORMS THE iPhone INTO A POWERFUL UNIVERSAL REMOTE

The "Universal Remote Case" Will Give iPhone Users a Convenient and Portable Way to Control All of Their Infrared Devices

Woodinville, Wash. – February 23, 2010 – POWER A, the consumer products division of Bensussen Deutsch & Associates (BDA), today announced the release of the "Universal Remote Case", designed specifically for the Apple iPhone 3GS and the iPhone 3G. The slim, lightweight protective case features an integrated infrared (IR) transmitter. When paired with a POWER A free app available on the App Store, the case will enable consumers to use their iPhone as a fully functional universal remote to control most IR-capable devices. The case carries an MSRP of \$59.99 and is available first at the Apple Store and at www.apple.com beginning on February 23, 2010, followed by other leading retailers in the coming months.

"The POWER A Universal Remote Case was designed to give consumers an effortless way to control all of their devices directly from one of the most in-demand iPhone accessories – a two-piece protective case," said Eric Bensussen, President of POWER A. "The sleek case is designed to stay on the phone at all times, eliminating the need to attach a supplementary dongle or be tied to a single docking cradle to use the remote. It can be used in multiple rooms in the home -- or even away from home -- to quickly clone most existing IR capable device remotes, such as a TV, DVD, DVR, satellite and cable box, stereo, or even a home lighting system. We're confident that iPhone users will appreciate the convenient design and the incredibly simple and straightforward setup process."

The Universal Remote Case communicates with the iPhone via a free app (search the App Store for "POWER A Universal Remote"). The app enables consumers to record commands from any IR remote control. For example, to program a standard TV remote into the POWER A Universal Remote, simply point the TV remote at the iPhone, press a button on the POWER A Universal Remote App screen (i.e., "Volume Up"), and then press the corresponding "Volume Up" button on the TV remote. The app for the Universal Remote Case can also be customized to control multiple devices from a single screen (i.e., buttons from a TV, DVD, and stereo remote can be consolidated into one "virtual" remote). Updates to the app with expanded features are already in development. For more information about the Universal Remote Case, visit www.PowerA.com.

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 licensed accessories from POWER A, please visit www.PowerA.com. *POWER A: Authentic. Period.*

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