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POWER A'S CLONE TROOPER™ BLASTER AND LIGHT-UP LIGHTSABER™ FOR Wii™ -- AVAILABLE NOW FOR *STAR WARS® THE CLONE WARS™: REPUBLIC HEROES™* GAME

Channel "The Force" with Authentic New Accessories from POWER A

Woodinville, Wash. – October 6, 2009 – Bensussen Deutsch & Associates, Inc. (BDA), a leading manufacturer of licensed retail consumer electronics accessories, today announced that its Clone Trooper™ Blaster and *Star Wars™* Light-Up Lightsaber™ for Wii™ are now available at select retailers nationwide, coinciding with the launch of the *Star Wars The Clone Wars: Republic Heroes* video game. Licensed by Nintendo and Lucasfilm Ltd., and marketed under BDA's POWER A brand, the authentic accessories help gamers fully experience the world of *Star Wars* through the hands of a Clone Trooper or Jedi Knight.

Inspired by the blasters used in the popular animated *Star Wars: The Clone Wars*, the Clone Trooper Blaster allows players to quickly attack their enemy with dual-trigger action designed for both the Wii Remote™ and Nunchuk™. Players can further enhance their gaming experience by customizing the blaster with included decals for an authentic look.

With the Light-Up Lightsaber, fans will be transformed into Anakin Skywalker and other of their favorite Jedi heroes while using the sculpted replicas of their famous weapons. An exclusive POWER A "Twist and Lock" ring mechanism ensures that the handle and blade attach securely for safe game play while enabling peak performance levels.

"These accessories are a must-have for any *Star Wars* fan and bring a new level of excitement to the highly anticipated *Star Wars The Clone Wars: Republic Heroes* game," said Eric Bensussen, president of BDA. "The Blaster is actually designed specifically for the game, immersing players in the action by turning them into Clone Troopers for the ultimate *Clone Wars* experience."

The Clone Trooper Blaster's MSRP is \$24.99, while the Light-Up Lightsaber's MSRP is \$19.99. A Dual Pack, which includes both Anakin's and Yoda's lightsabers is also available, with an MSRP of \$34.99. These POWER A products can be purchased at the following retailers: Amazon, Best Buy, Costco, GameStop, Kmart, Sears, Target, Toys"R"Us and Walmart.

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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