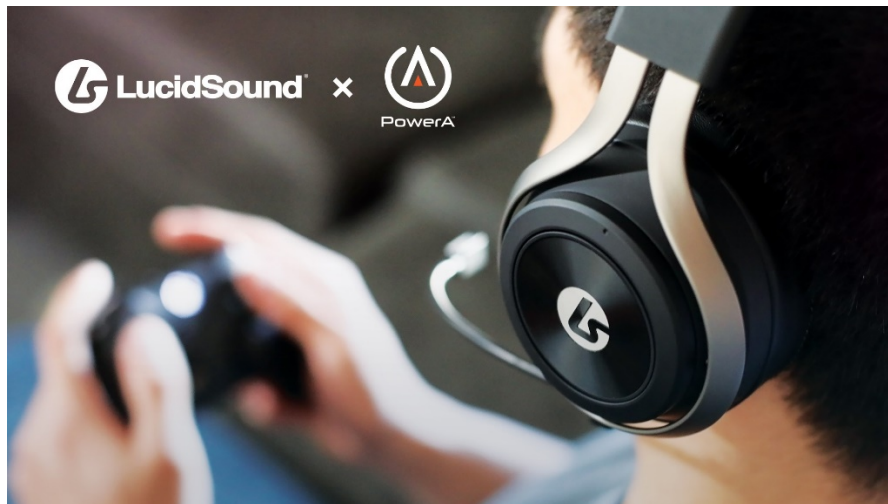




Listen Up! PowerA Acquires Gaming Audio Brand LucidSound



PowerA brings LucidSound into the family and adds premium gaming headsets to their extensive lineup of fully licensed gaming controllers, cases and charging solutions

WOODINVILLE, Wash. – June 23, 2020 – PowerA, a global market leader in enhancing interactive entertainment with officially licensed gaming accessories, is announcing the acquisition of LucidSound, makers of premium gaming headsets designed for the modern gamer. Over the course of the next year, PowerA plans on bringing LucidSound into the fold and merging operations into the PowerA umbrella in a phased approach, while maintaining the core identities of each brand.

“Gaming is now more social than ever,” said PowerA president, Eric Bensussen. “From casual chats to competitive tactical coordination, gaming headsets allow gamers to further immerse themselves in the action. With this acquisition, LucidSound perfectly rounds out our accessory offerings by giving our gamers the quality they’ve come to expect from us.”

Additionally, LucidSound co-founders Chris Von Huben and Aaron Smith will be joining the PowerA team and will continue to have active leadership roles in managing LucidSound, while extending their expertise to other areas of the PowerA audio business.

“LucidSound set out to be a disruptor in gaming audio,” said Chris Von Huben, CEO of LucidSound. “We challenged the perception of what a gaming headset could look like and how you use it. The gaming headset and controller are the two most important devices to control, hear and communicate to win. We are aligning the very best team of gaming audio experts with the very best controller experts to create a powerhouse gaming company. I am excited to drive LucidSound to achieve our ongoing vision that ‘gaming is everywhere and LucidSound goes anywhere.’”

LucidSound is very well respected by gamers and industry professionals alike, and for good reason! As such, PowerA plans to preserve the brand and products of LucidSound . LucidSound products will continue to be available for purchase through the current channels and top-tier customer service availability will operate as usual. For more information, visit powera.com/LucidSound or contact us direct via powera@maxborgesagency.com.

About PowerA

PowerA creates innovative accessory products that enhance the world's best video game and mobile technology experiences. A brand that has become known for high standards and quality manufacturing, PowerA delivers the safest products possible including game controllers, cases, starter kits and a wide collection of other accessories. PowerA products are available across the globe at major retailers including North America, Europe, Australia and Latin America. To learn more, visit PowerA.com.

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