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PDP Reveals Aly & AJ Video Game Guitar Designs

Controllers will be compatible with Rock Band and Guitar Hero

Los Angeles – Fun and feminine with a rock ‘n’ roll twist. That’s what Performance Designed Products (PDP) hopes female gamers will say about the design of a signature line of Aly & AJ video game guitar controllers.

The company released images of the two guitars it has been developing for the past six months with the pop teen stars. “E! News” was there when the girls unveiled the guitars at a recent photo shoot in North Hollywood.

Aly’s guitar features heart-and-crossbones print in pink and brown giving it a rocker chick style. AJ’s guitar is in the shape of the Aly & AJ heart logo featuring a bright pink and purple zebra print.

The guitar controllers were originally developed to be compatible with Activision’s Guitar Hero, and will now also be compatible with MTV’s Rock Band.

PDP sought out Aly & AJ because they combine star power, popular appeal and musical prowess. PDP wanted to design a product that would appeal to female gamers, who have traditionally been underserved in the gaming world.

The sisters, who are gamers themselves, worked with PDP to come up with several designs. PDP then tested the designs with several hundred girls between the ages of 8 and 17. The girls rated the body shape of the guitar, the graphics, color and fret inlay and headstock. The results supported PDP’s desire to launch two guitars – one aimed at tweens ages 8 to 12 and the other for teens and older.

The guitar controllers, which can be used with Wii and PS2 consoles, are set to be available in stores in mid-October and will have a suggested retail of \$69.99 each.

Aly & AJ are sisters Alyson and Amanda Joy Michalka. Their 2005 debut album “Into the Rush” went platinum. Their second album “Insomniatic” was released in July 2007 on the Hollywood Records label. The album features the single “Potential Breakup Song,” which was noted in *Time* Magazine as one of the Top 10 Songs of the Year for 2007. In addition to music, the sisters have acted in a variety of TV shows and movies. 2009 will bring theatrical releases for each sister, and the planned release of their third album. For more information on Aly & AJ visit www.alyandaj.com or www.myspace.com/alyandaj.

Performance Designed Products LLC, a Patriarch Partners company, is an industry leader in designing and manufacturing products for all major video game platforms including the PS2, PS3, PSP, Wii, GameCube, Nintendo DS, XBOX 360, and XBOX. The company has been supplying video game accessories to the U.S. market for more than a decade. PDP sells products under the Pelican and Score brands with sales in the U.S., Canada, Mexico, and throughout Europe. For more information on PDP, visit www.pdp.com.

Patriarch Partners LLC, is a private equity investment firm with offices in New York, Charlotte, North Carolina and Dallas, Texas. Funds affiliated with Patriarch manage assets in excess of \$6 billion and include majority and minority ownership positions in more than 70 companies. Founded by Tilton in 2000, Patriarch provides innovative financial solutions, strategic direction and operational expertise to its portfolio companies.

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