

For Immediate Release:

March 18, 2009

PDP to Unveil New Technology at Game Developers Conference

Company available for media interviews by appointment

[Performance Designed Products \(PDP\)](#) will demonstrate the company's latest gaming technology at the upcoming Game Developers Conference in San Francisco.

[Gametrak Freedom](#) is an ultrasonic 3D motion sensing technology that delivers performance, control and flexibility far in excess of that offered by existing technologies. PDP is planning to launch the technology later this year. In addition, PDP is demonstrating two new styluses for the Nintendo DS. The styluses far exceed any other on the market with smart new features and technology.

Reporters are invited to test the new products and schedule an interview with PDP leaders.

WHAT: PDP is demonstrating their motion sensing technology and new styluses, as well as offering opportunity for media interviews.

WHO: John Moore, PDP Senior Vice President of Marketing
Tom Roberts, PDP Chief Technology Officer
Elliott Myers, PDP Vice President of Publishing

WHERE: Game Developers Conference, Moscone Center, San Francisco, CA
PDP Booth- #6610

WHEN: Interview slots available on Wednesday, March 25, 2009, and Thursday, March 26, 2009

RSVP: A limited number of interview slots are available. To schedule an interview, please contact [Marina Renneke](#) or [Chris Fiscus](#) at 602-254-7312.

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About PDP:

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