

BIGBEN INTERACTIVE, DISTRIBUTOR OF R.D.S. INDUSTRIES, Inc. ACCESSORIES IN 2012

Lesquin, France, December 28, 2011 – Bigben Interactive & R.D.S. Industries, Inc. are pleased to announce that they have extended their distribution agreement in Europe with the addition of the UK commencing from January 1st, 2012 .

Bigben Interactive has been the distribution partner for R.D.S. Industries, Inc. in France, Benelux, Germany & Italy for almost 10 years .

Paul Millar, UK Sales Manager: *“R.D.S. Products are well respected and have a strong history already in the UK not only for the licenses they bring but also their quality. Our new 2012 range will include official licensed packs for the Nintendo 3DS, additions to the best selling Hello Kitty Range and Official Sony Licensed accessories for the launch of PS Vita™ . This is a major opportunity for Bigben Interactive in the UK to extend our distribution reach and we are delighted and to represent a brand such as R.D.S. Industries, Inc. . “*



About R.D.S. Industries, Inc.

Established in 1970 by Richard D. Smith, the current chairman, R.D.S. Industries, Inc. is an American private company. R.D.S. Industries, Inc. has been manufacturing licensed accessories for videogames consoles for many years and sells its products worldwide.

R.D.S. Industries, Inc. has had a close partnership with Nintendo, Sanrio, Sony and Microsoft for many years.

About Bigben Interactive

Since 1981, Bigben Interactive has designed and distributed high-quality accessories for every video game console. The company also publishes and distributes video games such as Cyberbike (game + exercise bike for the Wii), My Body Coach (game + dumbbells for the Wii), Mastiff hunting games (Deer Drive and Remington Great American Bird Hunt bundled with a break-action shotgun for the Wii) and the Cocoto Collection developed by the Neko Entertainment studio. The company offers a wide range of Mobile accessories thanks to MODELABS, a company recently acquired and the French Leader in this industry, as well as a variety of media players, including record players, clock radios, and CD radios. Headquartered in Lesquin, France, Bigben Interactive has sales in more than 25 countries and offices in the United Kingdom, Germany, Belgium, The Netherlands and Hong Kong. Bigben Interactive is a Public Company. Eurolist on EURONEXT Paris.