



FOR IMMEDIATE RELEASE

Mad Catz® Announces New Range of Official *Rock Band*™3 Instruments and Accessories

Range to Include Wireless Keyboard Controller, Wireless Fender™ Mustang™ PRO-Guitar™ Controller, PRO-Cymbals™ Expansion Kit & MIDI PRO-Adapter™

San Diego, June 11, 2010

Mad Catz® Interactive, Inc. (“Mad Catz” or “the Company”) (AMEX/TSX: MCZ), a leading third-party interactive entertainment accessory provider today announced a new range of official *Rock Band*™3 instruments and accessories.

Designed in conjunction with Harmonix, the world’s premier music video game developer, and MTV Games, a part of Viacom’s MTV Networks (NYSE: VIA, VIA.B), the new range of instruments and accessories are expected to ship in time for the launch of the forthcoming *Rock Band 3* video game arriving holiday season 2010.

Darren Richardson, President and Chief Executive Officer of Mad Catz commented, “We believe that *Rock Band 3* will prove to be a revolutionary title in the rhythm music game genre and are excited to be working with Harmonix and MTV Games to help bring the game to life with this new line of products. The accessories we are announcing today will allow gamers to interact with music games like never before and when used alongside *Rock Band 3*, we believe they will set a new standard in realism and authenticity.”

Products expected to ship as part of the range include:

- ***Rock Band 3* Wireless Keyboard Controller – Xbox 360 / PlayStation 3 / Wii**

Designed for use exclusively with *Rock Band 3*, the **Wireless Keyboard Controller** has been crafted to resemble classic professional keyboards and is playable on a secure flat surface or while strapped over the player’s shoulder. Empowering gamers to take their enjoyment of rhythm music gaming to the next level, the **Wireless Keyboard Controller** also functions as a MIDI keyboard, boasting a two-octave (C3 to C5) range and non-weighted, velocity-sensitive key bed allowing gamers to take full advantage of the *Rock Band Pro* mode. The MIDI output connector provides compatibility with MIDI software sequencers and hardware devices while standard console-specific gaming controller buttons deliver seamless console integration and



navigation of the game menus. In addition to playing the keyboard parts of *Rock Band 3*, the **Wireless Keyboard Controller** can also be used to play the lead guitar or bass parts of the game. An optional Keyboard Stand will be sold separately and is expected to be available alongside the launch of *Rock Band 3*.

MSRP: \$79.99

- **Rock Band 3 Game & Wireless Keyboard Controller Bundle**
Xbox 360 / PlayStation 3 / Wii

Ideal for gamers who wish to enjoy the holiday seasons hottest music title and latest instrument together, the bundle includes both the *Rock Band 3* game and **Wireless Keyboard Controller**, representing a convenient and excellent value purchase for music fans everywhere.

MSRP: \$129.99

- **Rock Band 3 Wireless Fender Mustang PRO-Guitar Controller**
Xbox 360 / PlayStation 3 / Wii

Introducing a new level of realism to the rhythm music genre, the **Wireless Fender Mustang PRO-Guitar Controller** is designed for use exclusively with *Rock Band 3*, allowing gamers to accurately replicate a real guitar when playing *Rock Band Pro* mode in the game. Featuring 17 frets along a button-based neck, the **Fender Mustang PRO-Guitar** includes a 6-string strumming area which allows for discrete picking of each string and a touch-sensitive string box which allows players to mute or 'cut-off' notes when pressed. In addition, the **Fender Mustang PRO-Guitar** operates as a fully functional MIDI guitar, with the MIDI output connector providing compatibility with MIDI software sequencers and hardware devices while standard console-specific gaming controller buttons deliver seamless console integration and navigation of the game menus. The **Fender Mustang PRO-Guitar** allows for left or right handed use and can also be used to play either lead or bass parts of the game in *Rock Band Pro* and standard game modes.

MSRP: \$149.99

- **Rock Band 3 Wireless PRO-Cymbals Expansion Kit – Universal**

Compatible with all wireless *Rock Band* drum kits, the **Wireless PRO-Cymbals Expansion Kit** features three newly designed *Rock Band 3* cymbals which have been re-engineered for quiet operation. Fully supporting the *Rock Band Pro* mode where the cymbals represent Hi-Hat, Crash and Ride, the cymbals can also be used in standard game modes for all *Rock Band* software. Improved from the *Rock Band™ 2* cymbals, the new **PRO-Cymbals** boast quieter sound with noise-dampening rubber covering the



full surface area of the cymbal. The **PRO-Cymbals** also feature enhanced responsiveness, essential when playing in *Rock Band Pro* mode. In addition, the redesigned *Rock Band 3* cymbals now permanently rest at a pre-defined 10° angle, better positioned for accurate play. The **PRO-Cymbals** are also available as part of the *Rock Band 3 Wireless Drum and Cymbal Kit* (sold separately).

MSRP: \$39.99

- **Rock Band 3 MIDI PRO-Adapter – Xbox 360 / PlayStation 3 / Wii**

Designed for use exclusively with *Rock Band 3*, the **MIDI PRO-Adapter** allows musicians to use their real MIDI keyboards or MIDI drum sets to play *Rock Band 3*. Plugging directly into the console via USB, the **MIDI PRO-Adapter** works as an interface between the console and MIDI instrument, converting the MIDI messages into console controller data which the game translates into on screen action. The **MIDI PRO-Adapter** features a velocity sensitive adjustment for MIDI drums designed to reduce cross-talk during play. A full D-Pad and standard gaming controller buttons are located on the PRO-Adapter to deliver seamless console integration and navigation of the game menus. Ships with a removable clip, allowing **MIDI PRO-Adapter** to be attached to a belt, or rest on a table top or similar flat surface.

MSRP: \$39.99

To be formally announced in due course, Mad Catz will be offering updated versions of the guitar and drum peripherals from prior versions of *Rock Band*, as well as improved microphones in support of the *Rock Band 3* vocal harmony feature.

Featuring an incredible 83-song setlist and access to far more music than any other music video game, as well as innovative new gameplay modes and instruments, *Rock Band 3* will change the way fans think about and play music games. This next iteration in the *Rock Band* platform has something new for everyone and also supports traditional *Rock Band* gameplay with players' existing instruments. Developed by Harmonix, the world's premier music videogame company, published by MTV Games, and distributed by distribution partner Electronic Arts Inc. (NASDAQ: ERTS), *Rock Band 3* will ship simultaneously worldwide this Holiday 2010 in North America, Europe, Australia, New Zealand and other territories for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, Wii™ home videogame console from Nintendo, and Nintendo DS. *Rock Band 3* will be compatible with all *Rock Band* and *The Beatles: Rock Band* peripherals, as well as most third-party instrument and microphone controllers. Mad Catz is the official peripheral manufacturer and distributor for *Rock Band 3* game controllers.

For more information on *Rock Band 3*, art and video assets, please visit <http://www.rockband.com/press>.



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About Mad Catz Interactive, Inc.

Mad Catz is a leading global provider of innovative products for the interactive entertainment industry. Mad Catz develops and markets accessories for videogame systems and PCs under its Mad Catz (casual gaming), Saitek (simulation), Cyborg (pro gaming), Eclipse (home and office) and Tritton (gaming audio) brands. Mad Catz also operates e-commerce and content websites for videogame and PC products under its GameShark brand, develops, manufactures and markets proprietary earphones under its AirDrives brand, and publishes and distributes video/PC games. Mad Catz distributes its products through most of the leading retailers offering interactive entertainment products and has offices in North America, Europe and Asia. For additional information please go to www.madcatz.com, as well as



www.store.gameshark.com, www.saitek.com, www.cyborggaming.com,
www.eclipsetouch.com, www.trittontechologies.com, www.gameshark.com and
www.airdrives.com.

About Harmonix Music Systems

Harmonix Music Systems, Inc., based in Cambridge, MA, and established in 1995, is the leading developer of groundbreaking music-oriented videogames. Harmonix was founded by Alex Rigopulos and Eran Egozy, who formed the company to invent new ways for non-musicians to experience the unique joy that comes from making music and have pioneered music and rhythm gaming in the US. For more information please visit: www.harmonixmusic.com.

About MTV Games

MTV Games is dedicated to creating, marketing and publishing high-quality, innovative interactive products that are relevant to the MTV audience and complements the core values of the MTV Networks brands.

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