



## Mad Catz® Announces Plans to Attend CeBIT 2010 Trade Fair in Hanover, Germany

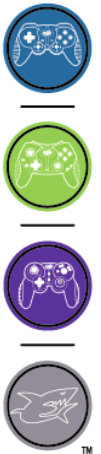
San Diego, March 01, 2010

Mad Catz™ Interactive, Inc. (“Mad Catz” or “the Company”) (AMEX/TSX: MCZ), a leading third-party interactive entertainment accessory provider today confirmed plans to attend the 2010 CeBIT Trade Fair taking place in Hanover, Germany from March 2<sup>nd</sup> through March 6<sup>th</sup> 2010. Located at **Hall 23 Booth C01** in the **Intel® Extreme Masters Hall**, Mad Catz invites both consumer and press to sample its new range of upcoming PC and video game accessories, including the new **Cyborg R.A.T.** range of premium gaming mice.

Due for release under the companies ‘**Cyborg**’ brand, the Mad Catz range of **R.A.T.** premium gaming mice was announced to critical acclaim when first showcased at the 2010 Consumer Electronics Show (CES) held in Las Vegas, Nevada. Designed with the competitive gamer in mind, the **R.A.T.** adapts to fit the ergonomics of the player’s hand allowing gamers to customize the size, shape and even the finish\* for a truly personalized experience. In addition, each **R.A.T.** mouse features metal chassis for durability, gaming grade laser sensor, an array of programmable buttons, cutting edge design and premium materials. With 4 different models available, the **R.A.T.** aims to evolve the humble mouse into something all together more powerful.

Under its ‘**Eclipse**’ brand, Mad Catz will display its new range of innovative accessories featuring touch sensitive LCD panel, wireless technology to deliver a seamless and aesthetically serene experience for the consumer. Products in the **Eclipse** range include the **Wireless liteouch™ Keyboard**, the worlds first to feature a touch sensitive fully re-configurable LCD touch panel, allowing the user to access media shortcuts, web pages and applications at a simple touch of a button. Combining ease of use with feature rich specifications, the new **Eclipse** range brings form and function to today’s home or office.

Mad Catz invites visitors to sample its new state-of-the-art **Saitek Pro Flight X-65F Combat Control System**. A premium hands-on throttle and stick flight simulation device (H.O.T.A.S), the **X-65F** utilizes ‘Force Sensing’ technology, a world first for a consumer gaming device. Simulating authentic aircraft controls typically found in modern fighter jets, such as the F-16, the X-65F responds to the pressure exerted on the stick resulting in an unprecedented level of precision control.





Mad Catz welcomes visitors to sample the all new **Super Street Fighter™ IV Arcade FightStick: Tournament Edition 'S'** which will be available for public play for the very first time. Following the success of the renowned first generation of Tournament Edition Arcade FightStick's, the new 'S' FightStick uses commercial-grade Sanwa® components for a truly authentic arcade experience. Expected to ship on Microsoft® Xbox® 360 and Sony® PlayStation®3 formats, the new FightStick features a brand new 'Slim' style chassis and is expected to be available alongside the release of the hotly anticipated title in April 2010.

Mad Catz look forward to seeing visitors at the 2010 CeBIT Trade Fair and invites attendees to book an appointment for a hands-on experience.

\* Adjustability varies depending on model.

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**About Mad Catz Interactive, Inc.**

Mad Catz is a global leader in providing innovative peripherals for the interactive entertainment industry. Mad Catz designs and markets accessories for videogame systems and publishes videogame software, including the industry-leading GameShark videogame enhancements, under its Mad Catz, GameShark and Joytech brands. Mad Catz also designs and markets mice, keyboards, headsets, PC gaming controllers and other PC peripherals through its Saitek and Cyborg brands, and manufactures and





markets proprietary portable earphones under its AirDrives brand. Mad Catz distributes its products through most of the leading retailers offering interactive entertainment products across North America and Europe, and is increasing its distribution reach in Asia. For additional information please go to [www.madcatz.com](http://www.madcatz.com), as well as [www.gameshark.com](http://www.gameshark.com), [www.airdrives.com](http://www.airdrives.com) and [www.saitek.com](http://www.saitek.com).

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