



Mad Catz® Launches Cyborg and R.A.T. Branded Gaming Mice with First 'Hands-On' At CeBIT™ 2010 in Hanover, Germany

Launch Activities to Include New 'Cyborg Branded Gaming' Website and 'TCM-Gaming™' Pro Gaming Joins Team Mad Catz

San Diego, March 02, 2010

Mad Catz™ Interactive, Inc. ("Mad Catz" or "the Company") (AMEX/TSX: MCZ), a leading third-party interactive entertainment accessory provider today announced the launch of the **Cyborg and R.A.T. branded** range of premium gaming mice, giving the gaming public their first hands-on play with the new range at the CeBit 2010 Trade Fair in Hanover, Germany taking place from March 2nd through March 6th 2010.

Announced to critical acclaim at the 2010 Consumer Electronics Show (CES) held in Las Vegas, Nevada, the **Cyborg and R.A.T.** branded gaming mice have been designed with the competitive gamer in mind. The new range of R.A.T. branded gaming mice will adapt to fit the ergonomics of most players' hands by enabling the gamer to customize and adjust all of the surfaces they touch to create the ideal shape and grip.

Expected to launch world-wide this May, products in the **Cyborg R.A.T. branded** range of gaming mice include:

- **Cyborg R.A.T. ⁷ Gaming Mouse**

Featuring a new generation "twin eye" 5600DPI gaming grade laser sensor that reads each axis separately for pinpoint accuracy, the **Cyborg R.A.T. ⁷ Gaming Mouse** tracks up to 6 meters per second ensuring that competitive gamers who favor low sensitivity or high movement speed preferences will always experience correct tracking and precision. The **R.A.T. ⁷ Gaming Mouse** is highly ergonomic and adjustable. Built on a metal chassis and designed to be comfortable over sustained gaming sessions, it features interchangeable palm rest, adjustable pinkie grips, adjustable length, width and height settings and removable 30g weights.

Gamers can program four DPI settings which can be instantly recalled via an integrated toggle switch, allowing gamers to strategically switch DPI settings mid game, programmable all the way up to 5600DPI. Precision Aim mode allows gamers to hold down a button and temporarily slow down cursor movement (reduces sensitivity on the





fly), steadying your aim during heated battle. 5 programmable buttons combined with a 3 position mode switch allows for a total of up to 15 user definable commands to be available to the gamer at any one time. Cyborg ST Software included in pack allows gamers to remap programmable buttons and create custom macros. The **R.A.T.⁷** is compatible with Windows™ 7, Vista™ and XP™.

MSRP: \$99.99 / £79.99 / €99.99

- **Cyborg R.A.T.⁹ Gaming Mouse**

The **Cyborg R.A.T.⁹ Gaming Mouse** builds on the **Cyborg R.A.T.⁷ Gaming Mouse's** features with a next generation, 'latency-free' 2.4GHz wireless technology freeing the gamer from tethered operation with zero lag or dropout. Operating via a custom rechargeable battery pack, the **R.A.T.⁹** comes complete with desktop charging system and additional battery pack to ensure that gaming sessions can run for as long as the gamer.

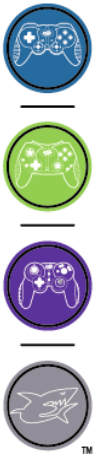
The **R.A.T.⁹ Gaming Mouse** has been designed with comfort in mind and features the same interchangeable palm rest, adjustable pinkie grips, adjustable length, width and height settings as featured on the **R.A.T.⁷ Gaming Mouse**, while a full 45g of removable weights allows for an even greater level of weight customization.

Similar to the **R.A.T.⁷ Gaming Mouse**, gamers can individually set the x and y-axis DPI of the power 'twin eye' 5600DPI gaming grade laser sensor and store 4 individual DPI settings which can be instantly recalled via an integrated toggle switch. Precision Aim mode allows gamers to hold down a button and temporarily slow down cursor movement, steadying your aim during heated battle and 5 programmable buttons combined with a 3 position mode switch allows for a total of up to 15 user definable commands to be available to the gamer at any one time. Cyborg ST Software included in pack allows gamers to remap programmable buttons and create custom macros. The **R.A.T.⁹** is compatible with Windows™ 7, Vista™ and XP™.

MSRP: \$129.99 / £99.99 / €129.99

- **Cyborg R.A.T.⁵ Gaming Mouse**

Taking gaming mice to the next level, the **Cyborg R.A.T.⁵ Gaming Mouse** conceals innovation and speed beneath its armored appearance. Featuring a true 4000DPI gaming grade laser sensor, gamers can program four DPI settings which can be instantly recalled via an integrated toggle switch, allowing gamers to strategically switch DPI settings mid game, programmable all the way up to 4000DPI. Precision Aim mode





allows gamers to hold down a button and temporarily slow down cursor movement, steadying your aim during heated battle. 4 programmable buttons combined with a 3 position mode switch allows for a total of up to 12 user definable commands to be available to the gamer at any one time. The **R.A.T.⁵ Gaming Mouse** adjusts to suit the gamers preferred style, allowing for custom length adjustment and the 30g of removable weights stored underneath the mouse can be added or subtracted in order to create a true bespoke experience. Cyborg ST Software included in pack allows gamers to remap programmable buttons and create custom macros. The **R.A.T.⁵ Gaming Mouse** is compatible with Windows™ 7, Vista™ and XP™.

MSRP: \$69.99 / £59.99 / €59.99

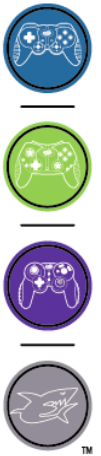
- **Cyborg R.A.T.³ Gaming Mouse**

The entry level weapon in the R.A.T. line, the **R.A.T.³ Gaming Mouse** provides performance and comfort for any gaming application. High speed movement and aiming is catered for via the swift 3200DPI gaming grade laser sensor. Gamers can program four DPI settings which can be instantly recalled via an integrated toggle switch, allowing gamers to strategically switch DPI settings mid game, programmable all the way up to 3200DPI. 3 programmable buttons on the **R.A.T.³ Gaming Mouse** allow gamers to assign preferred actions to each of the buttons and the 3 position mode switch allows for a total of up to 9 actions to be programmed to the buttons at any one time. Powerful Cyborg ST software included in pack allows gamers to remap programmable buttons and create custom macros, all via a powerful and intuitive new user interface. The **R.A.T.³ Gaming Mouse** is compatible with Windows™ 7, Vista™ and XP™.

MSRP: \$49.99 / £34.99 / €49.99

To coincide with the launch of the new range, Mad Catz is planning a variety of marketing initiatives, designed to inform and educate gamers of the new range. The **Cyborg** Gaming website (www.cyborggaming.com) is expected to launch March 2010, and is will function as a community destination for all Mad Catz's **Cyborg** branded products.

Tailored towards the enthusiast, Cyborgaming.com website will serve as a sister site to www.gameshark.com and will carry news and information on upcoming **Cyborg** branded products, engaging with the community and providing a forum for product feedback and discussion. The site expects to feature a regularly updated blog written and maintained by the designers and engineers of the Cyborg branded range of products. In addition, the website will carry a support section for **Cyborg** branded products and provide gamers with news and updates on Team Mad Catz including news on newly sponsored 'TCM-Gaming' Professional Gaming Clan.





Recently announced as official sponsors of Mad Catz, the TCM Pro Gaming Clan is one of the world's most celebrated professional gaming teams and will be working closely with Mad Catz to promote and champion the new Cyborg and R.A.T. branded range through professional engagements and pro gaming tournaments.

Mad Catz look forward to welcoming visitors to the 2010 CeBIT Trade Fair and will be situated in **Hall 23 / Booth C01** of the **Intel® Extreme Masters Hall**.

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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, as well as www.gameshark.com, www.airdrives.com and www.saitek.com.





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