



## Mad Catz® Announces Champion Gamer 'Daigo "The Beast" Umehara' Joins Team Mad Catz

***Alliance Includes Sponsorship, Product Development Feedback and  
Promotion of Mad Catz Products at Gaming Tournaments***

**San Diego, April 27, 2010**

Mad Catz® Interactive, Inc. ("Mad Catz" or "the Company") (AMEX/TSX: MCZ), a leading third-party interactive entertainment accessory provider today announced a sponsorship and promotional alliance with **Daigo "The Beast" Umehara**, an internationally renowned professional gamer specializing in the fighting game genre.

An avid player from the age of 11, Daigo is one of the gaming worlds' most esteemed players, participating in tournaments for over 15 years and winning prestigious titles across no less than 10 different fighting games.

A celebrity amongst gaming enthusiasts, Daigo regularly participates in various exhibition bouts, writes his own regular gaming column and continues to participate in tournaments worldwide, including the famous *Evolution* series of tournaments which he has won several times. In addition, Daigo is the reigning *Street Fighter® IV* champion.

As part of Team Mad Catz, Daigo will represent the company at all professional gaming engagements around the globe using Mad Catz' highly-acclaimed range of Tournament Edition FightSticks, including the new 'Super Street Fighter™ IV Arcade FightStick: Tournament Edition "S", recently launched to coincide with the release of the game later this month.

Working alongside the Mad Catz product designers and engineers, Daigo will offer a professional gamer's perspective to the Mad Catz new product development process. Daigo's role and input is consistent with Mad Catz' commitment to bring to market accessories which represent the very highest levels of engineering and manufacturing quality and which enhance the gaming experience.

Darren Richardson, President and Chief Executive Officer of Mad Catz commented, "We are very excited about Daigo joining *Team Mad Catz*. His professional-gaming experience and competitive attitude complements our strategy of developing differentiated and high-quality interactive entertainment products that evoke a passionate consumer response."



Daigo Umehara commented, "In my opinion, the Mad Catz Tournament Edition FightStick is the most realistic and authentic Arcade Stick available and continues to be my controller of choice when playing in tournaments. I'm excited to be part of *Team Mad Catz* and look forward to working closely alongside with them."

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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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