



Mad Catz® Announces Range of Promotions, Activities and Sponsored Events in Celebration of Evolution 2010 Championship Series

Team Mad Catz Player Daigo “The Beast” Umehara to Appear at Worlds Largest and Longest Running Fighting Game Tournament Taking Place in Las Vegas, Nevada

San Diego, July 9, 2010

Mad Catz® Interactive, Inc. (“Mad Catz” or “the Company”) (AMEX/TSX: MCZ), a leading third-party interactive entertainment accessory provider today a full schedule of promotions, activities and sponsored events to take place at the Evolution 2010 Championship Series taking place at Caesars Palace, Las Vegas, Nevada from July 9 through to July 11 2010.

The Evolution Championship Series (EVO for short) represents the largest and longest-running fighting game tournaments in the world. EVO events bring together the best of the best from around the world in a dazzling exhibition of skill and fun, as players and fans gather to compete in an open format and determine a champion.

Widely recognized as the fighting game controller of choice by professional gamers, the Mad Catz Street Fighter IV™ Arcade FightStick™: Tournament Edition has been named as the EVO 2010 Championship Series ‘Official Controller’. Team Mad Catz superstar player, **Daigo “The Beast” Umehara**, will be attending the EVO 2010 tournament on behalf of Mad Catz where the esteemed champion will be signing autographs as well as giving fearless gamers an opportunity to test their skills in one-on-one bouts of Super Street Fighter IV™.

Fans attending the EVO 2010 tournament will have an opportunity to be one of the first to view the new limited edition FightStick designs, being unveiled for the first time. Enthusiasts are invited to bring their Tournament Edition FightSticks along where they will have an opportunity to customize their stick through purchasing exclusive parts and components including new bezels and shaft covers which will be available in no less than 13 striking colors! Newcomers to the fighting game scene will have the opportunity to try out the acclaimed FightSticks for themselves and purchase any one of the Mad Catz FightStick range on site. Fans attending just for fun can still walk away a winner as Mad Catz will be running regular raffles and contests giving away exclusive prizes to a fortunate few!



As an official sponsor of the EVO 2010 Championship Series Mad Catz will proudly be contributing the winner's prize fund as well as providing the lucky eight Super Street Fighter IV qualifiers with exclusive 'Gold Plated' Tournament Edition Arcade FightSticks.

Mad Catz look forward to welcoming fighting game fans at the EVO 2010 Championship Series. For further information on EVO 2010, please visit: www.evo2k.com

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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.trittontechnologies.com, www.gameshark.com and www.airdrives.com.

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