



Mad Catz® Celebrates the 20th Anniversary of Sonic the Hedgehog with the Release of Limited Edition Inductive Charger for the Nintendo® Wii™ Video Game System

*Individually Numbered 20th Anniversary Collectible, Speeds
Onto Nintendo Wii in Time for the Holidays*

San Diego, December 22, 2010

Mad Catz® Interactive, Inc. ("Mad Catz" or "the Company") (AMEX/TSX: MCZ), a leading third-party interactive entertainment accessory provider, today announced the release of the limited edition **Sonic the Hedgehog Figure Inductive Charger** featuring a six inch tall Sonic and charge base for use with the Nintendo Wii video game system. Now shipping, the new **Inductive Charger** is released under the Company's **Mad Catz** casual gaming brand.

Complementing the Mad Catz' officially licensed Sonic the Hedgehog video game accessory range and just in time to celebrate Sonic's 20th Anniversary, the **Inductive Charger** is a limited edition, individually numbered, highly-collectible method for storing and charging up to two Wii remote controllers.

Sonic the Hedgehog is carefully sculpted, standing six inches tall, guardedly watching over gamers' Wii remotes as they silently charge atop a green plateau representative of the classic 'Green Hill Zone' that fans are sure to recognize and appreciate. Built-in magnets help ensure controllers and battery packs are aligned in the most efficient charging position while rechargeable NiMH battery packs rapidly energize to provide up to 15 hours of game play. With innovative electromagnetic induction technology providing the means to charge Wii remotes without the need to remove protective silicone covers or Wii MotionPlus™ add-ons, the **Sonic the Hedgehog Figure Inductive Charger** delivers a fun, hassle-free charging solution.

Darren Richardson, President and Chief Executive Officer of Mad Catz commented, "We are delighted to be a part of Sonic's 20th Anniversary with the new licensed Inductive Charger. Working alongside SEGA, we believe we have created a charging solution which will prove irresistible to Sonic fans and gamers alike and one which continues to illustrate our strategy of bringing premier licenses to market via products which evoke a passionate consumer response."





The **Sonic the Hedgehog Figure Inductive Charger** by **Mad Catz** is now shipping within the United States and is available on the Mad Catz web store (store.gameshark.com) for an MSRP of \$49.99.

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Track Mad Catz via the following social media:

Facebook® Page:

<http://www.facebook.com/MadCatzInc>

Twitter® Page:

<http://twitter.com/MadCatzInc>

YouTube® Channel:

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About SEGA® of America, Inc.

SEGA® of America, Inc. is the American arm of Tokyo, Japan-based SEGA® Corporation, a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Inc. SEGA of America's Web site is located at www.sega.com.





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

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