



Mad Catz® Invites Gamers to Preview New Range of Cyborg® Professional Gaming Accessories at GamesCom

***R.A.T.®⁹ Wireless Professional Gaming Mouse and
G.L.I.D.E.®⁷ Gaming Surface Set to Debut at European Trade Show***

Cologne, Germany, August 17, 2010

Mad Catz® Interactive, Inc. (“Mad Catz” or “the Company”) (AMEX/TSX: MCZ), a leading third-party interactive entertainment accessory provider today invites gamers to experience the **R.A.T.®⁹** wireless professional gaming mouse and the **G.L.I.D.E.®⁷** Gaming Surface, two brand new products being released under the Company’s **Cyborg** professional gaming brand. Both new accessories are set to debut at the GamesCom trade show, taking place in Cologne, Germany from August 18 through to August 22, 2010.

Accompanying the already available **R.A.T.®⁷**, ⁵ and ³ mice, the latest release in the **R.A.T.** series is perhaps the most anticipated of the range, boasting the highest specification and full ‘next-generation’ 2.4GHz wireless technology which provides an estimated latency of less than 1 millisecond.

Featuring a rechargeable lithium-ion battery pack which provides up to 9 hours of game play, the **R.A.T.®⁹** comes complete with a unique desktop charging unit which not only charges your battery pack but also houses the 42 grams of removable weights which ship with the mouse. Two ‘hot swappable’ Battery Packs ship with the **R.A.T.®⁹**, allowing gamers to use one pack while charging the other, negating the need to tether their mouse for charging, and always ensuring uninterrupted wireless play.

The shipping of the **R.A.T.®⁹** coincides with the launch of the brand new Cyborg **G.L.I.D.E.®⁷** Gaming Surface. Providing gamers with an extra large game play area surface measuring 19.7” x 15.7”, the **G.L.I.D.E.®⁷** is ideal for use in conjunction with the **R.A.T.®⁹**, and is fashioned from a low-friction synthetic fabric ensuring smooth and accurate mouse control at all times.

Designed in conjunction with professional gamers from TCM Gaming; one of the worlds leading gaming clans, the extra thick foam backing on the **G.L.I.D.E.®⁷** combines with the precision laser-cut design which ensures no frayed edges and lag free movement.



Full product specifications for the **R.A.T.⁹** are as follows:

- **Cyborg R.A.T.⁹ Wireless Gaming Mouse**

The **Cyborg R.A.T.⁹ Wireless Gaming Mouse** features a next generation, 2.4GHz wireless technology freeing the gamer from tethered operation with near zero lag or dropout. Operating via a custom lithium-ion 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, and adjustable length, width and height settings as featured on the **R.A.T.⁷ Gaming Mouse**, while a full 42g of removable weights allows for an even greater level of weight customization.

Similar to the previously released **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 the 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 Smart Technology 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 / £119.99 / €129.99

Darren Richardson, President and Chief Executive Officer of Mad Catz commented, "The **R.A.T.** range of professional gaming mice continues to impress at retail, and critics and consumers alike appear to be universal with their praise. The **R.A.T.⁹** introduces next generation wireless technology to the range which we believe makes this the most advanced gaming mouse available. When used in conjunction with one of our new gaming surfaces, we believe we are able to offer PC gamers the ideal mouse installation. We look forward to gamers experiencing the new products for themselves at this years GamesCom show."

The **Cyborg R.A.T.⁹ Wireless Professional Gaming Mouse** and the **Cyborg G.L.I.D.E.⁷** are both expected to begin shipping world-wide later this year.

For those attending the GamesCom 2010 trade show, Mad Catz look forward to welcoming visitors at the Mad Catz stand, located in Hall 9 of the ESL area.



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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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discussion of future operating or financial performance. Among the factors that could cause actual results to differ materially are the following: the ability to maintain or renew the Company's licenses; competitive developments affecting the Company's current products; first party price reductions; the ability to successfully market both new and existing products domestically and internationally; difficulties or delays in manufacturing; or a downturn in the market or industry. A further list and description of these risks, uncertainties and other matters can be found in the Company's reports filed with the Securities and Exchange Commission and the Canadian Securities Administrators

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