



## Mad Catz® Announces Licensed Wireless *Rock Band*™ Fender™ Precision Bass Guitar for the PlayStation® 3 System

*First Licensed PlayStation 3 System Accessory from Mad Catz*

San Diego, September 4, 2009

Mad Catz Interactive, Inc. (AMEX/TSX: MCZ), a leading worldwide third-party interactive entertainment accessory provider, today announced the **Wireless *Rock Band* Fender Precision Bass** guitar for use with the Sony Computer Entertainment America Inc. ("SCEA") PlayStation 3 system videogame console.

Compatible with ***Rock Band***™, ***Rock Band 2***, the up coming ***The Beatles™: Rock Band***™ game, alongside other music and rhythm games, the Wireless Fender Precision Bass guitar represents the first PlayStation 3 system accessory to be developed and distributed by Mad Catz under license from SCEA and is the first licensed Bass Guitar to hit the platform.

Published by MTV Games and developed by Harmonix Music Systems, the ***Rock Band*** franchise is one of the preferred platforms for music fans and gamers to interact with music. Mad Catz has quickly emerged as an established leading innovator in the music hardware category by building a successful portfolio of accessories for the ***Rock Band*** franchise.

An accurate replica of the world-famous Fender design, the Precision Bass operates via a secure 2.4GHz connection and features the unique Mad Catz Split Strum Bar which allows gamers to pluck and strum twice as fast by replicating both up and down fret bar movements, delivering authentic bass playing action. The premium Fret Buttons deliver quiet operation and reliable game play. The Fret Buttons and the Split Strum Bar have been extensively play tested to ensure that it is possible to achieve a 100% score in 'Expert Mode' should the players ability be up to the challenge. The Bass will be available in a choice of *White*, *'Hot Rod Red'* and *'Sea Foam Green'* colors.

Darren Richardson, President and Chief Executive Officer of Mad Catz commented, "We are excited to support the launch of *The Beatles: Rock Band* with this new bass. The Wireless Fender Precision Bass is our first licensed accessory on the PlayStation 3 system platform with SCEA and we look forward to continuing to grow our *Rock Band* and licensed PlayStation 3 system portfolio of products."





The Wireless Fender Precision Bass guitar for the PlayStation 3 system is expected to ship across North America beginning this fall, retailing for an MSRP of \$89.99. For more information, visit <http://rockband.gameshark.com>

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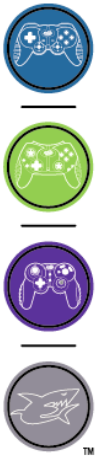
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**About Mad Catz Interactive, Inc.**

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 brand, and designs, 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 and has offices across Canada, Europe and 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), [www.saitek.com](http://www.saitek.com), and [www.joytech.net](http://www.joytech.net).

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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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