



Mad Catz® Ships Licensed *Rock Band*™ Wireless Wooden Fender™ Stratocaster™ for Xbox 360®

First Licensed Wooden Fender Video Game Guitar Controller

San Diego, September 3, 2009

Mad Catz Interactive, Inc. (AMEX/TSX: MCZ), a leading worldwide third-party interactive entertainment accessory provider, today announced the shipping of the **Rock Band Wireless Wooden Fender Stratocaster** replica guitar for use with the **Microsoft® Xbox 360** videogame console.

Compatible with **Rock Band™**, **Rock Band™ 2**, the up coming **The Beatles™: Rock Band™** game, alongside other music and rhythm games, the **Rock Band Wireless Wooden Fender Stratocaster** guitar controller is a true 1:1 replica of the famous guitar. The body, neck, and headstock are made from genuine Stratocaster wooden blanks, while the Tuning Keys and Bridge are built using genuine metal parts and fittings.

Available in a hand-painted Three-Tone Sunburst design, the highly buffed gloss finish on each model is applied over an eight day period in the same manner as a genuine Stratocaster electric guitar and assembled at a Fender' manufacturing facility. The guitar neck sports a high-resolution 'Rosewood' finish decal, concealing two sets of premium Fret Buttons.

The **Rock Band Wireless Wooden Fender Stratocaster** guitar controller utilizes the same secure wireless technology featured in the official wireless Microsoft Xbox 360 controller. Connecting directly to the Xbox 360, it does not require an external dongle or adaptor to operate. The premium Fret Buttons and Strum Bar deliver quiet operation and reliable game play, and 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.

On the front of the guitar, the Fender Stratocaster Whammy Bar sits alongside the Start and Back Buttons, disguised as Volume and Tune controls. Furthermore, the Stratocaster features the traditional ¼ inch output jack which will connect to the Rock Band Electro-Harmonix™ Overdrive Pedal (*sold separately*), allowing for authentic activation of 'Overdrive' during game play. It includes three AA batteries and official Fender guitar strap. Finally, the rear of the guitar features a headset socket for online play and communicating with friends.





Darren Richardson, President and Chief Executive Officer of Mad Catz commented, "As our latest premium product and flagship guitar, the Wireless Wooden Fender Stratocaster guitar controller brings the authenticity and realism of a full-size genuine Stratocaster to Rock Band, guitar enthusiasts, and music fans alike. The guitar is another example of our strategy to expand our portfolio of premium products."

The **Rock Band Wireless Wooden Fender Stratocaster** guitar controller for Xbox 360 (http://store.gameshark.com/catalog/9846_Sunburst.pdf) is available at **Mad Catz online Rock Band Store** (<http://rockband.gameshark.com>) and shipping now across North America in early September 2009. It will retail for an MSRP of \$299.99.

For further information please contact:

Media

Alex Verrey: Global PR & Communications Manager

t. +44 (0) 1908 336 538

e. averrey@madcatz.com

Michael Greco: Vice President of Marketing

t. +1-619-321-3564

e. mgreco@madcatz.com

Investors

**Joseph Jaffoni, Norberto Aja and Jim Leahy
Jaffoni and Collins Incorporated**

t. 212/835-8500

e. mcz@jcir.com

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, as well as www.gameshark.com, www.airdrives.com, www.saitek.com and www.joytech.net.





Safe Harbor for Forward Looking Statements: This press release contains forward-looking statements about the Company's business prospects that involve substantial risks and uncertainties. The Company assumes no obligation to update the forward-looking statements contained in this press release as a result of new information or future events or developments. You can identify these statements by the fact that they use words such as "anticipate," "estimate," "expect," "project," "intend," "should," "plan," "goal," "believe," and other words and terms of similar meaning in connection with any 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

###

