



Mad Catz® Announces Shipping of First Wave of Sonic the Hedgehog™ Licensed Accessories

New Range Speeds onto Nintendo DSi™ and DS™ Lite Beginning June 2010

San Diego, June 14, 2010

Mad Catz® Interactive, Inc. (“Mad Catz” or “the Company”) (AMEX/TSX: MCZ), a leading third-party interactive entertainment accessory provider today announced that it has begun shipping across North America their first wave of Sonic the Hedgehog licensed accessories for Nintendo DSi™ and DS™ Lite video game systems.

With an average of 8000 SEGA® Sonic the Hedgehog games sold across multiple platforms every day, the world-famous gaming legend continues his race into the hearts and minds of gamers of all ages. With the likeness of Sonic himself featured on all the licensed accessories, gamers are invited to collect the full range of stylish and highly collectible gaming products.

Products currently shipping are as follows:

- **Sonic the Hedgehog Wallet – Nintendo DSi/DS Lite**

Officially licensed by Nintendo and SEGA, the **Sonic the Hedgehog Wallet** is fashioned from a plush microfiber design and provides a secure way to safeguard gamers’ Nintendo DSi or Nintendo DS Lite video game systems. Soft, stylish and complete with an eye-catching molded rubber Sonic patch, the **Sonic the Hedgehog Wallet** features an inner pocket providing convenient storage for games, styli or other accessories. Vibrant colors combine with a highly tactile feel, making this the ideal accessory for the gamer on the go.

MSRP: \$9.99

Products expected to ship July 2010 are as follows:

- **Sonic the Hedgehog Sockz™ - Nintendo DSi/DS Lite**

Officially licensed by Nintendo and SEGA, the **Sonic the Hedgehog Sockz** offers fun and contemporary storage for gamers’ Nintendo DSi or DS Lite video game systems. Available in colorful and cool designs, each **Sonic the Hedgehog Sockz** features embroidered Sonic artwork offering fashionable, plush storage for gamers on the move.



MSRP: \$9.99

- **Sonic the Hedgehog ArmorCase™ - Nintendo DSi**

Officially licensed by Nintendo and SEGA, the **Sonic the Hedgehog ArmorCase** provides tough and durable protection for gamers' Nintendo DSi video game system. Featuring unique and highly-detailed 'vacuformed 3D Sonic artwork', the impact resistant shell shields the handheld from dirt and scratches and provides gamers with full access to all the console's ports and buttons, giving your handheld total protection without compromising game play.

MSRP: \$12.99

Darren Richardson, President and Chief Executive Officer of Mad Catz commented, "As such an iconic video game character, we felt it vital to honor Sonic with a range of licensed accessories which would do true justice to this world-famous hedgehog. Working alongside SEGA, we believe we have produced a range which will excite Sonic fans and gamers alike and one which will continue to showcase our strategy of bringing premier licenses to market which evoke a passionate consumer response."

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

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