



Mad Catz® Announces Shipping of Wireless Racing Wheel for Xbox 360® Video Game System

*Officially Licensed Wireless Wheel Offer Realistic Game Control and
Advanced Feature Set*

San Diego, August 18, 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 the **Wireless Racing Wheel** for the Xbox 360 video game system, being launched under the Company’s **Mad Catz** brand. The new Racing Wheel is shipping now across select European territories, and is expected to begin shipping across North America and further territories shortly.

Designed for use with a wide variety of racing genres from arcade racer to serious racing simulations, the **Mad Catz Wireless Racing Wheel** delivers realism and excitement to Xbox 360 gamers everywhere. Complete with twin accelerator and brake racing pedals, the **Wireless Racing Wheel** features ‘tiptronic’ style gear shift paddles alongside a unique interchangeable gear shift, allowing left or right handed drivers to play in comfort. Perforated rubber grips provide comfort and stability during prolonged play and 3 AA batteries (included) provide up to 40 hours of lag free gaming.

Utilizing the same secure wireless technology featured in the official wireless Microsoft® Xbox 360 controller, the **Wireless Racing Wheel** connects directly to the Xbox 360 with no need for an external dongle or adaptor. Dual-mounting option allows gamers to secure their wheel to a flat surface via the desk mount or play on the couch via lap-rest supports. Non-slip accelerator and brake pedals include a detachable foot rest allowing gamers to race in comfort at all times and integrated port for Xbox LIVE™ allows gamers to chat online during play.

Darren Richardson, President and Chief Executive Officer of Mad Catz commented, “The new Wireless Racing Wheel was one of our key announcements unveiled at the 2010 E3 show and being our first wireless wheel for Xbox 360, it was received with great interest amongst gamers and racing fans alike. Racing games continue to be a popular genre and we are convinced that the high quality design and advanced feature set will prove appealing to gamers world-wide.”

The **Mad Catz Xbox 360 Wireless Racing Wheel** is expected to launch for an SRP of: \$129.99 / £109.99 / €129.99



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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.

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

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Mad Catz® Announces Wireless Wheel and Controller Charge Stand for Xbox 360® Video Game System

*Exciting New Accessories Due to Arrive in Time for
Holiday 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 the **Wireless Wheel** and **Controller Charge Stand**, two new accessories for the Xbox 360 video game system being released under the Company's **Mad Catz** brand. The Company anticipates both new accessories to be officially licensed by Microsoft® for the Xbox 360 video game system and expect to begin shipping the products in time for the 2010 holiday season.

Further product information is as follows:

- **Mad Catz Controller Charge Stand – Xbox 360**

The **Mad Catz Controller Charge Stand** allows gamers to conveniently charge up to two official Microsoft Rechargeable Battery Packs at the same time. Designed to sit on any flat surface, gamers connect the controller to the **Charge Stand** via the charging-port located on top of the official Microsoft Xbox 360 controller, negating the need to remove rechargeable battery pack when charging. While the controller rests in the stand, an LED charging indicator located on top of the **Charge Stand** allows gamers to monitor the status of their battery packs, turning from red to green when charge is complete. Unique 'snap-apart' design allows gamers to connect and disconnect the **Charge Stand** at will, depending on how many rechargeable battery packs are connected. Removing the need





for costly batteries, the **Controller Charge Stand** provides a quick and green solution for all Xbox 360 gamers.

MSRP: \$29.99

- **Mad Catz Wireless Racing Wheel – Xbox 360**

Ideal for arcade or simulation style racing, the **Mad Catz Wireless Racing Wheel** adds a dimension of realism and excitement to any Xbox 360 driving game. Complete with racing pedals, the **Wireless Racing Wheel** features and interchangeable gear shift for left or right handed drivers and full rubber grips providing comfort and stability during the tightest of turns. Utilizing the same secure wireless technology featured in the official wireless Microsoft® Xbox 360 controller, the **Wireless Racing Wheel** connects directly to the Xbox 360 with no need for an external dongle or adaptor. Dual-mounting option allows gamers to secure their Wheel to a flat surface via the desk mount or play on the couch via lap-rest supports. Non-slip accelerator and brake pedal set includes a detachable foot rest allowing gamers to race in comfort at all time and integrated port for Xbox LIVE™ allows gamers to chat online during play.

MSRP: \$129.99

Darren Richardson, President and Chief Executive Officer of Mad Catz commented, “The announcement of these new accessories for the Xbox 360 marks our continued commitment to grow our core range of products in the console videogame sector. We are particularly pleased to be introducing our first wireless steering wheel for the Xbox 360 and believe that gamers will react positively to the quality and value which we believe is clearly evident in both accessories.”

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Saitek

CYBORG

Eclipse

