



Mad Catz® to Exhibit at Penny Arcade™ Expo 'PAX™', Taking Place in Seattle, Washington

***Celebrations to Include A PAX Exclusive 'Chun-Li™'
Tournament Edition Arcade FightStick, Hands-On Product
Demonstrations of New Rock Band™3 Range and a Preview of New
Call of Duty®: Black Ops Accessories and ProGaming Headsets***

San Diego, September 02, 2010

Mad Catz® Interactive, Inc. ("Mad Catz" or "the Company") (AMEX/TSX: MCZ), a leading third-party interactive entertainment accessory provider today announced a full schedule of promotions, activities and events to take place at the '**PAX**' Penny Arcade™ Expo taking place at Washington State Convention Center, Seattle, Washington from September 3rd through to September 5th 2010.

Exhibiting at booth number **3217**, Mad Catz look forward to welcoming gamers, inviting the community to try out their latest products, get a hands on play-test with upcoming accessories, meet the gaming pros and even have the opportunity to purchase exclusive Mad Catz products being launched specifically to celebrate the show!

Highlights of the Mad Catz 2010 PAX show include:

- **Mad Catz Street Fighter™IV Arcade FightStick: Tournament Edition - Exclusive 3D Chun-Li™ Limited Edition**

A new and strictly limited edition **Street Fighter IV Arcade FightStick: Tournament Edition** will be available for purchase directly at the PAX show! Limited to a product run of just **4000** units world-wide, this stunning new FightStick features highly detailed and exclusive artwork provided by Capcom®. Designed to celebrate the 'first lady' of Street Fighter™: Chun-Li, the new FightStick is the first to feature an all new 3D lenticular design and exclusive new chassis color scheme. Complete with special edition packaging, the 3D Chun-Li Limited Edition is a must for Street Fighter fans everywhere!

- **Rock Band™3**

Mad Catz invites gamers to experience the next generation of the ultimate social and interactive music gaming platform launching world-wide in October 2010. Step onto our **Rock Band™** stage and try out the new range of Mad Catz **Rock Band 3** instruments including the **Wireless Keyboard, Mustang PRO-Guitar Controller**, and accessories.



Be one of the first to play the new **Rock Band 3** songs. The game features an 80 plus song set list and new PRO modes to master

- **Preview New *Call of Duty®: Black Ops* Accessory Range**

Coming holiday 2010, Mad Catz celebrates the launch of one of the year's most anticipated action titles with the release of the officially licensed ***Call of Duty: Black Ops*** accessory range. Check out the new **Combat Controllers** on Xbox 360® and PS3™, Black Ops gaming based on the R.A.T., and the unveiling the top secret range of TRITTON™ powered ***Call of Duty: Black Ops ProGaming Headsets!***

- **Cyborg F.L.Y.⁹ and Tom Clancy's H.A.W.X.™2**

Reach for the sky with a first play on the all new ***Tom Clancy's H.A.W.X.2*** from **Ubisoft®**. Mad Catz believe there's no better way to experience the intense aerial combat than with the all new **Cyborg F.L.Y.⁹ Wireless Flight Stick** for Xbox 360 and PS3, and invite gamers to try for themselves!

- **TRITTON Professional Gaming Audio**

Experience the difference of professional gaming audio. **TRITTON** is the latest brand in the Mad Catz family and the Company invites gamers to try the entire range, from precision stereo to immersive true Dolby Digital 5.1 surround, of ProGaming Audio Headsets.

- **Cyborg R.A.T. Gaming Mice**

Designed for the professional gamer, the new range of **Cyborg R.A.T.** professional gaming mice feature state-of-the-art technology and an advanced feature set, all dedicated to delivering remarkable levels of precision and quality. Launched to critical and consumer acclaim, gamers can catch a **R.A.T.** for themselves at the Mad Catz retail area.

- **Beat-A-Pro Contest**

Hosted by professional gaming group 'Galaxy 4 Gamers' on behalf of Mad Catz, the Company will be sponsoring the event which invites gamers to try their luck against some of the gaming worlds' most elite talent. Win TRITTON headsets, Arcade FightSticks or just take an opportunity to brush up on strategy with tips from the professionals!



- **Gamers Outreach: Support the Troops**

Come show your support to the hardworking and fearless American troops fighting overseas. Donate to an excellent cause and be in with the chance of winning a one-of-a-kind custom Xbox 360 console. Built by Chris "Omega" Ruble from Gamer-Grafix.com, the Xbox 360 has been modified to resemble a modern day military Humvee.

In addition to the events and activities listed above, Mad Catz will be celebrating the PAX 2010 expo through a variety of limited edition retail promotions, being held at gamesharkstore.com through the duration of the show.

Mad Catz look forward to welcoming gamers everywhere at booth number **3217** at the PAX 2010 expo. For further information, please visit: www.paxsite.com

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Track Mad Catz via the following social media:

Facebook® Page: <http://www.facebook.com/MadCatzInc>

Twitter® Page: <http://twitter.com/MadCatzInc>

YouTube® Channel: <http://www.youtube.com/MadCatzCompany>



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.trittontechologies.com, www.gameshark.com and www.airdrives.com.

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