



## Mad Catz® Announces New Range of Licensed Sonic the Hedgehog™ Accessories for Nintendo DSi™ and Nintendo DS™ Lite Video Game Systems

San Diego, January 07, 2010

Mad Catz® Interactive, Inc. (AMEX/TSX: MCZ), a leading worldwide third-party interactive entertainment accessory provider, today announced a new range of Licensed Sonic the Hedgehog accessories for use with Nintendo DSi™ and Nintendo DS™ Lite video game systems to be launched in North America.

With each accessory featuring the likeness of the world-famous SEGA® Sonic the Hedgehog, the new range presents gamers with a stylish and highly collectible series of products.

Licensed accessories expected to ship as part of the new range are:

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

The licensed Sonic the Hedgehog Character Sockz with their vibrant colors, eye catching artwork and plush feel provide a contemporary storage solution. Durable, washable, and compatible with both the Nintendo DSi and Nintendo DS Lite video game systems.

*MSRP: \$12.99*

- **Sonic the Hedgehog Character Microfiber Soft Case – Nintendo DSi/DS Lite**

The licensed Sonic the Hedgehog Character Microfiber Soft Case provides a secure way to safeguard the Nintendo DSi or Nintendo DS Lite video game systems. The soft, stylish cases are made from durable microfiber material and contains an inner pocket which provides convenient storage for games, styli or other accessories. Vibrant colors combine with a plush feel to make this highly tactile accessory an ideal choice for the gamer on the go.

*MSRP: \$12.99*



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

The licensed Sonic the Hedgehog Character ArmorCase provides tough, solid protection for the Nintendo DSi video game system. The rugged shell shields the handheld from dirt and scratches. The play-in style case with easy access to the camera, speakers, AC power port, and headphone/mic jack, game controls, SD memory card slot and Nintendo DS card slot.

*MSRP: \$12.99*

Darren Richardson, President and Chief Executive Officer of Mad Catz commented, "Sonic is an iconic video game character and we are excited to be working alongside SEGA in producing a range of accessories which we believe will appeal to gamers of all ages. The new range continues to build upon our strategy of bringing premier licenses to the consumer as well as growing our Nintendo licensed product portfolio."

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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 and Cyborg brands, and 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 across North America and Europe, and is increasing its distribution reach in 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) and [www.saitek.com](http://www.saitek.com).

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