



## Mad Catz® Join Forces with Roger Daltrey CBE in Support of the Teenage Cancer Trust®

**Mad Catz to Auction Two Roger Daltrey-Signed Rock Band™ Wireless Wooden Fender™ Stratocaster™ Guitar Controllers for Xbox 360®**

San Diego, February 4, 2010

Mad Catz Interactive, Inc. ("Mad Catz" or "the Company") (AMEX/TSX: MCZ), a leading third-party interactive entertainment accessory provider today pledged support for Teenage Cancer Trust, a leading UK charity which helps young people fight cancer.

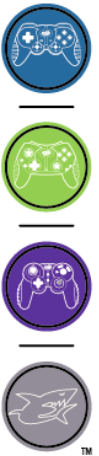
As the first step in providing support for Teenage Cancer Trust, Mad Catz has joined forces with the charity's Patron – the founder and lead singer of legendary rock band 'The Who', Roger Daltrey CBE, who has signed two Mad Catz *Rock Band* Wireless Wooden Fender Stratocaster Guitar controllers to be auctioned on eBay™. All proceeds of the autographed guitar controllers will go to Teenage Cancer Trust.

The auction, set to begin on February 4, 2010, is expected to run until the evening of February 10, 2010. Timing of the auction is to coincide with Super Bowl® XLIV on February 7, 2010, during which halftime show 'The Who' are scheduled to perform. Those who wish to view or bid on the auction can do so by visiting the following links:  
<http://cgi.ebay.com/ws/eBayISAPI.dll?ViewItem&item=110490227515&ssPageName=A0ME:L:LCA:US:1123>  
<http://cgi.ebay.com/ws/eBayISAPI.dll?ViewItem&item=110490241465&ssPageName=A0ME:L:LCA:US:1123>

In addition, Mad Catz has pledged to donate 15% of all proceeds from the sale of its *Rock Band* Wireless Wooden Fender Stratocaster Guitar Controllers for Xbox 360® through its online UK and US retail destinations: store.gameshark.net (UK) & store.gameshark.com (US) between the dates of February 3, 2010 and February 10, 2010.

Teenage Cancer Trust funds and develops specialist teenage cancer units within hospitals which enable young people to be treated together, by an expert team, in the best possible environment for their age group. Teenage Cancer Trust focuses on quality of life and aims to improve the chances of survival for young people with cancer.

To further support Teenage Cancer Trust, Mad Catz also will be donating a range of its popular video game and entertainment accessories to all of the charity's specialist units in the UK and pledge to continue supporting the important work carried out by Teenage Cancer Trust for time to come.





Darren Richardson, President and Chief Executive Officer of Mad Catz commented, "Mad Catz is committed to support Teenage Cancer Trust. We are honored to be able to play a role in their important work."

Simon Davies, Chief Executive of Teenage Cancer Trust commented, "We are delighted that Mad Catz is lending their support to Teenage Cancer Trust. Our units provide a sense of normality for young people being treated for cancer and so having the latest games and gaming equipment available is really important to them. We're also very grateful to Roger Daltrey for his tireless support of the charity."

**For further information or to book an appointment, please contact:**

**Media**

**Alex Verrey: Global PR & Communications Manager**

t. +44 (0) 1908 336 538

e. [averrey@madcatz.com](mailto:averrey@madcatz.com)

**Michael Greco: Vice President of Marketing**

t. +1-619-321-3564

e. [mgreco@madcatz.com](mailto:mgreco@madcatz.com)

**Jane Ashton: Music Events Manager – Teenage Cancer Trust**

t. +44 (0) 020 7612 0704

e. [jane.ashton@teenagecancertrust.org](mailto:jane.ashton@teenagecancertrust.org)

**Investors**

**Stewart Halpern: Chief Financial Officer**

t. +1-619-321 3550

e. [shalpern@madcatz.com](mailto:shalpern@madcatz.com)

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

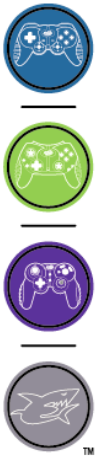
**Jaffoni and Collins Incorporated**

t. 212/835-8500

e. [mcz@jcir.com](mailto:mcz@jcir.com)

**About Mad Catz Interactive, Inc.**

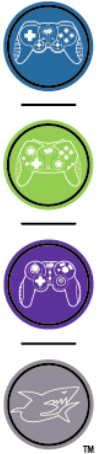
Mad Catz is a global leader in providing innovative peripherals for the interactive entertainment industry. Mad Catz designs and markets accessories for videogame systems and publishes videogame software, including the industry-leading GameShark videogame enhancements, under its Mad Catz, GameShark and Joytech brands. Mad Catz also designs and markets mice, keyboards, headsets, PC gaming controllers and other PC peripherals through its Saitek 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).

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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