



Team Mad Catz® Gamer ‘Daigo “*The Beast*” Umehara’ Presented With Guinness World Record™ at ‘Super Vs Battle’ Tournament

*World Renowned Champion-Player Sets Guinness World Record for
‘Most Consecutive Tournament Wins’*

San Diego, August 27. 2010

Mad Catz® Interactive, Inc. (“Mad Catz” or “the Company”) (AMEX/TSX: MCZ), a leading third-party interactive entertainment accessory provider today announced that renowned video game champion and founding member of ‘Team Mad Catz’; **Daigo “The Beast” Umehara**, was the recipient of a **Guinness World Records Gamer’s Edition** certificate, presented to him while competing in the ‘Super Vs Battle’ tournament held in London, England on Sunday, August 22 2010.

Holding the distinction of current world champion of ‘Street Fighter™ IV’, **Daigo Umehara** has won an astonishing 15 national and international ‘Street Fighter™’ tournaments, an achievement now officially recognized as a world-record by **Guinness World Records**.

Competing in the closely fought Super Vs Battle tournament, Daigo was presented with the award in front of his peers and hundreds of spectators, with officials and photographers appearing on stage after the final bout to present the Team Mad Catz champion with a framed certificate and an entry into the next installment of **Guinness World Records 2011 Gamers Edition** out in the new year.

Speaking via his translator, **Daigo Umehara** commented, “Receiving this award at the culmination of a spirited international tournament is truly a great honor, one made all the more special when considering the fierce competition in the international fighting game community. Receiving the award makes me more determined than ever to continue honing my skills and I look forward to representing Team Mad Catz at the Tougeki ‘Super Battle Opera’ tournament, taking place at the Tokyo Game Show shortly.”

Guinness World Records 2011 Gamer’s Edition will be available in January 2011.



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Track Mad Catz via the following social media:

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



About Guinness World Records

Guinness World Records is the universally recognized authority on record-breaking achievement. First published in 1955, the annual Guinness World Records book is published in more than 100 countries and 25 languages and is one of the highest-selling books under copyright of all time with more than 3 million copies sold annually across the globe. Guinness World Records celebrated its 50th anniversary edition in 2004, a year after the sale of its 100 millionth copy. Guinness World Records also annually publishes the Gamer's Edition; a records book devoted solely to the world of computer gaming and high score record achievements.

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