



Mad Catz® Announce New Range of Cyborg® amBX™ Compatible Products for PC

***Cyborg Gaming Keyboard with amBX Technology and
Cyborg Gaming Lights with amBX Technology
Enhance Gaming Experience with Interactive Ambient Lighting***

San Diego. August 18. 2010

Mad Catz® Interactive, Inc. (AMEX/TSX: MCZ), a leading worldwide third-party interactive entertainment accessory provider, today announced the **Cyborg Gaming Keyboard with amBX technology** and **Cyborg Gaming Lights with amBX technology**, which are both for PC and expected to be the first two 'amBX' compatible products to be launched under the Company's Cyborg brand.

amBX (*short for "ambient experiences"*) technology delivers full 'sensory surround' entertainment, enabling gamers to enjoy a more immersive experience through incorporating dynamic real world effects such as light and color. amBX hardware can be used with games, movies and music and virtually all media, and truly comes to life when used with amBX scripted media to deliver a fully interactive sensory environment.

Included with both the **Cyborg Gaming Keyboard with amBX technology** and **Cyborg Gaming Lights with amBX technology** are trial versions of the hit software titles: *EverQuest™II* (SOE®) and *Age of Conan™: Rise of the Godslayer* (Funcom®). Both titles feature full amBX compatibility and serve as the perfect introduction to the amBX experience.

Full product details are as follows:

- **Cyborg Gaming Lights with amBX technology**

Immerse yourself in the game with the **Cyborg Gaming Lights with amBX technology**. Consisting of twin light pods which can be positioned wherever best suits the environment (traditionally either side of the monitor) and plugging in to any USB port, the **Cyborg Gaming Lights with amBX technology** react to in game amBX commands and envelop the user in up to 16 million colors to provide an atmospheric and highly realistic gaming environment. Ingenious multi-hinge design allows for flexible positioning of the **Gaming Lights** in order to fully maximize the spread of color. In addition, the **Gaming Lights** have been designed to facilitate multiple lights to be plugged in simultaneously, allowing the user to appreciate the full sensory surround capabilities of the amBX technology.



- **Cyborg Gaming Keyboard with amBX technology**

Ideal for the serious gamer, the **Cyborg Gaming Keyboard with amBX technology** offers a fully interactive, dynamic experience, capable of producing real time lighting effects through the integration of amBX technology. Featuring laser-etched keys, the **Cyborg Gaming Keyboard with amBX technology** features full RGB back lighting capable of displaying up to 16 million colors which react dynamically to on screen game play. In addition, the keyboard features Anti-Ghosting of the WASD keys, ensuring simultaneous keys register when called upon. Cyborg Smart Technology software included in pack allows gamers to assign macros of their own choice to the function keys on the keyboard. Also featuring volume controls and a Windows Key lock button, the **Cyborg Gaming Keyboard with amBX technology** places itself at the heart of the gaming experience.

Darren Richardson, President and Chief Executive Officer of Mad Catz commented, "We continue to evolve our range of Cyborg branded products by incorporating new technologies that enhance the gaming experience. We are excited to be working closely with amBX and publishers to bring our new range of Cyborg amBX-compatible products to the PC gaming community. We believe the new range is well positioned to demonstrate the benefits that this emerging technology has to offer."

The **Cyborg Gaming Lights with amBX technology** are expected to ship world-wide later this year and the **Cyborg Gaming Keyboard with amBX technology** is expected to ship in early 2011.

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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 amBX

amBX UK Ltd is a technology licensing business. amBX - short for "ambient experiences" - is a technology that delivers full sensory surround entertainment experiences. amBX enables developers to add real world effects using light, colour, rumble and air flow, through licensed amBX devices, to the virtual worlds of computers, games, music, movies and TV entertainment. With amBX the entertainment world can be brought into the real world to create incredible immersive experiences.

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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