



## Mad Catz® Announces Shipping of Eclipse™ litetouch™ Keyboards

### *Lifestyle Keyboards Provide Unique Touch-Screen and Programmable LCD Media Panel*

San Diego, June 02, 2010

Mad Catz® Interactive, Inc. (“Mad Catz” or “the Company”) (AMEX/TSX: MCZ), a leading third-party interactive entertainment accessory provider today announced that it has begun shipping across North America the long-awaited new lifestyle-oriented **Wireless ‘litetouch’ Keyboard**, being released under the Company’s **Eclipse** brand.

Announced to strong critical and consumer interest at the 2010 CES show in Las Vegas, Nevada, the new range of **litetouch Keyboards** feature the industry’s first backlit, re-configurable, touch-sensitive LCD 3-in-1 touch panel which allow consumers to access media shortcuts, favorite websites and open applications at the touch of a button.

Products which are now shipping are as follows:

- **Eclipse Wireless litetouch Keyboard**

At home in both the living room and the office, the highly versatile **Eclipse Wireless litetouch Keyboard** fuses state-of-the-art technology with minimalist design, producing a keyboard which places the user at the center of the experience, no matter what the task at hand.

Communicating over a wireless 2.4GHz connection, the **litetouch Keyboard** features an integrated 360° trackball with left and right mouse buttons, negating the need for a separate mouse and proving ideal for living room internet surfing. Low profile backlit quiettouch™ scissor keys combine with intelligent power control, reducing eye strain, extending battery life and allowing users to operate in a dimmed environment.

Located to the right of the physical scissor keys, the unique litetouch LCD 3-in-1 touch panel provides the user with highly configurable control over their media needs. With a single press, the LCD 3-in-1 touch panel switches between media mode, numerical-pad mode and ‘MyEclipse™’ mode, providing the user with a host of commands which can be used to provide dedicated controls for a multitude of activities from replicating a simple office calculator to controlling a complex media center configuration.



When the LCD 3-in-1 touch panel is set to MyEclipse mode, consumers personalize the touch panel to access their favorite websites and applications. Displaying 12 pre-defined icons covering topics such as shopping, finance, health and entertainment, users can assign each icon with their favorite websites, applications, games, and much more. Consumers can assign up to a maximum of three individual websites along with an application of their choice to each icon, all of which will open at the same time and all at the touch of just one button. In addition, the MyEclipse mode provides 5 numbered buttons which the user can choose to cover any topic not already included in the pre-defined icons.

Powered by an internal rechargeable Lithium-Ion battery, the **Wireless litetouch Keyboard** provides up to 20 hours of use between charges. The **Wireless litetouch Keyboard** is compatible with Windows™ 7, Vista™ and XP™.

*MSRP: \$129.99*

Products which are expected to ship shortly are as follows:

- **Eclipse litetouch™ Keyboard**

Sharing the majority of features of its wireless variant, the **Eclipse litetouch Keyboard** has been designed specifically for desktop operation. With its metal finish, top cabinet and quiettouch™ low profile backlit scissor keys; the backlit **Eclipse litetouch Keyboard** proves an eye catching addition to any office or study setting. With the same touch-sensitive LCD 3-in-1 touch panel as found on the **Wireless litetouch Keyboard**, users can access media, surf the internet or perform office tasks at a touch of a button. Customizable MyEclipse keys allow for a powerful and highly adaptive user experience. The **litetouch Keyboard** is compatible with Windows™ 7, Vista™ and XP™.

*MSRP: \$99.99*

Darren Richardson, President and Chief Executive Officer of Mad Catz commented, "Since we first announced this pioneering new range, interest in these products has continued to grow and we are delighted that the time has come to introduce the litetouch to consumers across North America. We believe that the Eclipse keyboards perfectly illustrate our continued commitment to innovating in this fast growing sector."

The **Eclipse Wireless litetouch Keyboard** has begun shipping now and will be available at Best Buy® Stores and Amazon®. The **Eclipse litetouch Keyboard** is expected to begin shipping in July and will be available at Amazon® and leading retailers across North America.



**For further information 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)

**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 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 (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](http://www.madcatz.com), as well as [www.store.gameshark.com](http://www.store.gameshark.com), [www.saitek.com](http://www.saitek.com), [www.cyborggaming.com](http://www.cyborggaming.com), [www.eclipsetouch.com](http://www.eclipsetouch.com), [www.trittontechnologies.com](http://www.trittontechnologies.com), [www.gameshark.com](http://www.gameshark.com) and [www.airdrives.com](http://www.airdrives.com).

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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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