



## Mad Catz® Announces Third Wave of Licensed Premium *Rock Band*® Accessories

*Introducing New Wireless Instruments for Xbox 360 including the World's First Replica Fender™ Wooden Stratocaster™ Guitar Controller*

San Diego, June 1, 2009

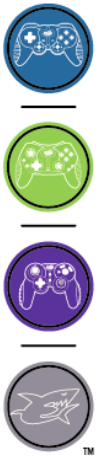
Mad Catz Interactive, Inc. (AMEX/TSX: MCZ), a leading worldwide third-party interactive entertainment accessory provider, today announced a third wave of premium licensed accessories designed for use with the **Rock Band**® and **Rock Band**® 2 videogames for the Xbox 360®, PLAYSTATION® 3 and Nintendo® Wii™ consoles.

New offerings will include the Wireless Wooden Fender Stratocaster Replica Guitar for Xbox 360; the Wireless Fender Telecaster™ Players Edition™ Replica for Xbox 360; the Wireless Fender Precision Bass Guitar for Xbox 360; and the Electro-Harmonix™ Overdrive Pedal for Xbox 360, PLAYSTATION 3 and Nintendo Wii. It is anticipated the third wave of Mad Catz licensed **Rock Band** accessories are expected to be available across North America and key European territories beginning in with the Wireless Fender Precision Bass and Electro-Harmonix Overdrive Pedal in June 2009. It is anticipated the Wireless Wood Stratocaster Replica Guitar and Wireless Fender Telecaster in September 2009. Each new product will be fully compatible with **Rock Band**, **Rock Band 2** and the forthcoming '**The Beatles: Rock Band**®' game arriving September 2009.

Published by MTV Games and developed by Harmonix Music Systems, the **Rock Band** franchise remains the preferred platform for music fans and gamers to interact with music. Mad Catz has quickly emerged as an established leading innovator in the music hardware category based on the success of prior licensed **Rock Band** accessories including the **Cymbal Expansion Pack** and **Fender Precision Bass Guitar**.

Darren Richardson, President and Chief Executive Officer of Mad Catz commented, "The **Rock Band** franchise license remains a key growth factor for Mad Catz. Our first and second wave of **Rock Band** accessories has enjoyed solid success at retail and third wave of accessories announced today will continue that momentum."

"The premium Stratocaster and Telecaster guitars provide gamers with authentic, wireless licensed products and build on the success of our original, critically acclaimed Fender Precision Bass Guitar. The Wireless Fender Precision Bass Guitar is now available for the Xbox 360. These accessories make **Rock Band** and **Rock Band 2**





even more entertaining and are a testament to the creativity and engineering expertise of our internal development teams.”

Products expected to ship as part of the third wave of accessories include:

- **Wireless Fender Precision Replica Bass - Xbox 360**

Based upon the critically acclaimed Mad Catz Fender Precision Bass, the all-new model arrives on Xbox 360 as Mad Catz’s first licensed wireless accessory for the Xbox 360. Connecting directly to the console without a need for a USB dongle, the internal technology is the same as that used in Microsoft® controllers. The new model features a host of new innovations designed to further enhance game play. The premium Fret Buttons have been redesigned to allow for quieter operation and now feature a quick recoil action for faster game play. The Mad Catz Split Strum Bar has been further refined to replicate both the up and down fret bar movements, essentially allowing for faster strumming than ever before. As before, both the Fret Buttons and updated Split Strum Bar have been stress tested and playtested to ensure that it is possible to achieve 100% in ‘Expert Mode’ should the player’s abilities be up to the challenge! With a choice of *White*, *‘Hot Rod Red’* and *‘Sea Foam Green’* colors, gamers can now choose a Bass to match their style. .

MSRP: \$89.99

- **Wireless Wooden Fender Stratocaster Replica Guitar – Xbox 360**

A precise wooden replica of the legendary Fender Stratocaster and a world first on Xbox 360, the Wireless Wooden Fender Stratocaster Guitar controller from Mad Catz brings gamers closer to the authentic guitar experience. Produced in conjunction with Fender, the replica Stratocaster is fashioned from the same premium wood and fittings used in the genuine guitar and is manufactured at the Fender factory to ensure identical sizing, authentic design and premium finish. Finished in a choice of *‘Three-Tone Sunburst’* or Metallic *‘Candy Apple Red’* designs, the Replica Stratocaster features stunning looks and will become a must-have for any true **Rock Band** connoisseur. Connecting directly to the console without a need for a USB dongle, the internal technology is the same as that used in Microsoft® controllers. The replica Stratocaster sports the same hardware as a real Stratocaster, including real tuning keys, bridge, tremolo, dials and ¼ inch amp jack. Playtested and compatible with **Rock Band** and **Rock Band 2** as well as other rhythm and music titles, the Wireless Wooden Fender Stratocaster Replica Guitar will be highly sought after by fans and collectors alike.

MSRP: \$299.99





- **Wireless Fender Telecaster Player's Edition Replica - Xbox 360**

A startling replica of the iconic Fender Telecaster, the Player's Edition guitar delivers the must-have look and cutting edge technology for every style conscious **Rock Band** enthusiast. Connecting directly to the console without a need for a USB dongle, the internal technology is the same as that used in Microsoft controllers. Sporting a stunning road-worn, distressed finish and strap, and available in either 'Sunburst' or 'Butterscotch' designs, the Telecaster Player's Edition features premium ultra fast action Fret Buttons allowing gamers to play at expert speeds with ease. Overdrive activation has been simplified and can now be accessed by using the unique 'Touch Sense Button' which effortlessly responds to the player's touch and removes the need to tilt the guitar. The Mad Catz new premium Strum Bar allows gamers to shred notes like never before while the all-new Bigsby® Whammy Plate allows gamers to bend notes in style!

MSRP: \$99.99

- **Rock Band 2 Electro-Harmonix™ Overdrive Pedal - Xbox 360, PLAYSTATION 3, Nintendo Wii**

Designed exclusively for **Rock Band 2**, the Electro-Harmonix Overdrive Pedal quickly connects to the **Rock Band 2** official guitar, the Mad Catz Wireless Wooden Fender Stratocaster Replica or the Mad Catz Wireless Fender Precision Bass Guitar via a 10' cable. It allows gamers to simply push the pedal's soft Activation Switch to enter Overdrive during game play, removing the need to tilt the guitar and potentially miss notes or lose focus. Realistically styled, the Overdrive Pedal is fashioned from tough durable metal and provides an authentic way to rock out like the pros!

MSRP: \$29.99

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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 brand, and designs, 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 and has offices across Canada, Europe and 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), [www.saitek.com](http://www.saitek.com) and [www.joytech.net](http://www.joytech.net).

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