



## Mad Catz® to Exhibit at 2011 'The Gadget Show Live', Being Held at the NEC Birmingham, UK

***New TRITTON® PC 510 HDa High-Definition Analog True 5.1  
Gaming Headset to Be Launched and Special Show Offers Await  
Visiting Gamers***

**San Diego, April 07. 2011**

Mad Catz® Interactive, Inc. ("Mad Catz" or "the Company") (AMEX/TSX: MCZ), today announced plans to exhibit in the gaming hall of the **2011 Gadget Show Live**, at **Booth Number GZ269**, taking place at the NEC, Birmingham England from April 13<sup>th</sup> through to April 17<sup>th</sup> 2011.

**The Gadget Show Live** is the UK's premier consumer electronics events, returning in 2011 for its third year at the NEC, Birmingham. The event allows consumers to see, try and buy the very latest in gadgets and technology as well as participate in live shows and demonstrations. The 2011 show is now sold-out, having attracted an incredible 80,000 ticket pre-orders in just 12 weeks.

At **The Gadget Show Live**, Mad Catz invites consumers to sample the all new **TRITTON PC 510 HDa** High-Definition Analog True 5.1 Gaming Headset, being unveiled at the show for the first time anywhere in Europe.

Expected to be available worldwide from April 2011 with an estimated MSRP of £89.99 / \$99.99 / 99.99 Euro, the **TRITTON PC 510 HDa** offers true 5.1 surround sound audio when used with a surround sound enabled PC sound card. Featuring similar specifications as the market leading **TRITTON AX Pro**, the **TRITTON PC 510 HDa** brings the same competitive advantage and audio characteristics to PC owners at a highly competitive price.

Ideal for the competitive PC gamer, the **TRITTON PC 510 HDa** utilizes no less than 8 precision tuned Neodymium speakers. Inside each ear cup, the **PC 510 HDa** houses a front speaker, center speaker, rear speaker and subwoofer. By providing a full 4 speaker configuration inside each ear cup, the **PC 510 HDa** replicates a typical 5.1 home cinema installation, providing gamers with a truly realistic audio experience. Each of the front, center and surround channels can be individually calibrated to perfectly balance the audio experience, assisting the gamer in pinpointing audio cues and providing a genuine advantage in particular gaming environments.





Premium-quality ear pads deliver hours of gaming comfort for extended gaming sessions and a detachable, flexible microphone transmits crystal-clear voice commands to teammates during online play.

In addition, the **PC 510 HDa** headset is compatible with the **TRITTON AX Pro** amplifier unit (sold separately) allowing gamers who have already purchased the **AX Pro** to offer a friend the opportunity to listen in to the action using an additional headset.

As well as experiencing the **PC 510 HDa**, gamers are invited to try the full range of **TRITTON** headsets, all of which will be set up at gaming stations at the Mad Catz booth.

Mad Catz will also be showcasing the **Cyborg amBX™ Gaming Lights for PC**. A dynamic lighting system which reacts to any PC game or media, the **amBX Gaming Lights** flood the gaming or home cinema environment with rich interactive lighting. Enveloping the user in up to 16 million colors, the lights provide atmospheric, directional lighting effects such as tracking enemy fire and an enhanced ambient gaming environment.

Further Mad Catz products which will be live and playable for gamers to experience include the Guinness World Record® winning **Cyborg R.A.T.™** Pro Gaming mouse, the **Cyborg V.7 Gaming Keyboard** and the **Cyborg** range of **G.L.I.D.E.** Gaming Surfaces.

Mad Catz also invites visitors to take advantage of the incredible offers on gaming accessories, only available to visitors of the show while stocks last. Highlights include a FREE **Cyborg R.A.T.™** Pro-Gaming mouse when visitors purchase a **TRITTON AX Pro** Gaming Headset and attendees are encouraged to visit the Mad Catz booth early in order to avoid disappointment.

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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](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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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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