



Mad Catz® Announces Shipping of TRITTON® AX 120 Stereo Gaming Headset for Xbox 360®

*New Gaming Headset Ships Across North America and Europe
Simultaneously*

San Diego, March 24, 2011

Mad Catz® Interactive, Inc. ("Mad Catz" or "the Company") (AMEX/TSX: MCZ), today announced the worldwide shipping of the **AX 120 Stereo Gaming Headset**, launched under their **TRITTON** professional gaming audio brand and for use with the Xbox 360® video game and entertainment system from Microsoft®.

Offering a unique combination of audio quality, comfort and 'best-in-class' specifications, the new **AX 120** is the first core **TRITTON** headset to ship across Europe and North America simultaneously.

Powered by USB and featuring precision tuned 40mm speakers with Neodymium magnets, the **TRITTON AX 120** offers the gamer a high value entry into the world of professional gaming audio, without the need to sacrifice quality. High-fidelity stereo sound can be tweaked to the preference of the gamer when used with Xbox 360, thanks to the in-line remote which allows chat and background audio levels to be individually adjusted. An in-line breakaway junction ensures trip-safe gaming, while the durable circumaural ear cup design, and noise isolating earpads prove ideal for extended gaming.

With an MSRP of \$59.99 / £49.99 / 59.99 Euro, the **TRITTON AX 120** joins the full range of **TRITTON** branded headsets, recently introduced across key European territories. Products shipping as part of the complete **TRITTON** range include:

- **TRITTON AX Pro: Dolby Digital™ True 5.1 Gaming Headset - Xbox 360® / PlayStation®3**

For the serious gamer and committed audio connoisseur, the **TRITTON AX Pro** offers gamers a truly authentic Dolby Digital 5.1 audio experience. Different from Dolby Headphone™ technology, the **AX Pro** utilizes no less than 8 precision-balanced speakers (4 inside each ear cup) which accurately reproduce 5.1 surround sound with no need to emulate or simulate the experience in any way. Inside each ear cup, the **AX Pro** houses a front speaker, center speaker, rear speaker and subwoofer. By providing a full 4 speaker configuration inside each ear cup, the **AX**





Pro replicates a typical 5.1 home cinema installation, providing gamers with a truly realistic and unparalleled audio experience. Individual backlit volume controls are located on the handy in-line remote and allow gamers to fine-tune each channel (front, rear, center, subwoofer), at the touch of a button, without hiding controls away on the ear cup. The in-line remote allows pro-gamers to dial-in the exact sound field needed to get a competitive advantage including raising rear drivers levels and adjusting the bass. 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 over Xbox LIVE® and the PlayStation Network™. Perfect for gaming, the **AX Pro** is also highly adept at reproducing 5.1 movie soundtracks without disturbing others!

MSRP: £149.99 / 179.99 Euro

- **TRITTON AX 720 – Dolby® Headphone™ Gaming Headset - Xbox 360 / PlayStation 3**

Utilizing premium Dolby Headphone technology the **TRITTON AX 720 Gaming Headset** puts the gamer in the middle of a highly immersive 5.1 sound field. Complete with a discrete amplifier box which allows up to two headsets to be driven simultaneously (Second headset sold separately) the **AX 720** decodes the 5.1 sound signal delivered by the console, outputting the sound through high-fidelity 40mm Neodymium drivers. Optimized for use with Xbox LIVE and the PlayStation Network, the detachable flexible microphone broadcasts crystal-clear voice commands to friends or teammates. Individual chat and game volume controls are located on the handy in-line remote allowing gamers full access to audio adjustments at their fingertips, with no need to blindly search for controls on the ear cups themselves.

MSRP: £129.99 / 149.99 Euro

- **TRITTON AX 180 Stereo Gaming Headset - Xbox 360® / PlayStation®3**

The **TRITTON AX 180** delivers high-performance stereo gaming headsets designed specifically for the Xbox 360 and PlayStation 3. Featuring precision balanced speakers for rich, full stereo audio, the AX 180 is equipped with a host of innovative features; notable attributes include an advanced communication system with independent game and voice volume control for Xbox LIVE and PlayStation Network chat. Gamers have full access to their audio controls via a handy in-line remote located between the headset and console. By providing all necessary controls in the palm of the hand, gamers have more chance to concentrate on their gaming instead of searching aimlessly for the volume. Precision-balanced speakers provide rich, full stereo audio, while the detachable, flexible microphone delivers crystal-clear voice communication.





MSRP: £69.99 / 79.99 Euro

Darren Richardson, President and Chief Executive Officer of Mad Catz commented, "We believe the TRITTON AX 120 represents an ideal entry into the world of professional gaming audio. Following our recently announced agreement with Microsoft to produce a range of licensed, co-branded audio headphones, we believe the TRITTON brand will go from strength-to-strength in 2011 and we're delighted that gamers in multiple territories are now able to enjoy the value and quality offered by the TRITTON brand."

The **TRITTON AX 120 Stereo Gaming Headset** is available from store.gameshark.net and other leading video game retailers.

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Track Mad Catz via the following social media:

Facebook® Page: <http://www.facebook.com/MadCatzInc>

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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.trittontechnologies.com, www.gameshark.com and www.airdrives.com.

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