



## **MAD CATZ ANNOUNCES VERBATIM AS EXCLUSIVE US DISTRIBUTION PARTNER**

### **One of the Most Recognizable Names in Consumer Media to Distribute Full Line of Mad Catz Products Across North and South America**

**Kowloon, Hong Kong – July 25<sup>th</sup>, 2018** – Mad Catz Global Limited, the new name for the legendary brand, leading innovation in gaming hardware for almost three decades, announced today an exclusive distribution agreement with Verbatim, world leaders in consumer media. The agreement will see Verbatim distribute the full line of Mad Catz products across North and South America, including Mexico, Argentina, Brazil, Chile and Colombia.

The agreement begins immediately, with the first range of all-new Mad Catz products expected to start shipping from Fall 2018.

Ron Hanafin, Managing Director of Product Management & New Business Development for Verbatim Americas, LLC commented, “Mad Catz is a much-loved name in gaming and we’re delighted to be part of the comeback story for the brand. For almost fifty years, we’ve been bringing market-leading products to consumers and we’re confident that our channel partners and gamers alike will be excited to see the new line of *R.A.T.*<sup>™</sup> mice, *S.T.R.I.K.E.*<sup>™</sup> keyboards and *F.R.E.Q.*<sup>™</sup> gaming headsets hit the market.”

Selena Chang, Director of Sales and Operations for Mad Catz Global Limited commented, “We’re about to enter a new era for Mad Catz and couldn’t be happier to partner with a brand who shares our passion for product and excellent customer service. We are confident that Verbatim will do justice to the Mad Catz brand and can’t wait for gamers to see the new range appearing very soon across North and South America.”

Additional information available at: [www.madcatz.com](http://www.madcatz.com)

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#### **About Mad Catz**

Mad Catz Global Limited is a global provider of innovative interactive gaming and entertainment products. Mad Catz products are designed to appeal to gamers of all abilities and across multiple platforms including in-home gaming consoles, handheld gaming consoles, Windows® PC and Mac® computers, smart phones, tablets and other mobile devices. Mad Catz plan on distributing its products via leading retailers around the globe. Mad Catz Global Limited is headquartered in Kowloon, Hong Kong. For additional information about Mad Catz and its products, please visit the Company’s website at [www.madcatz.com](http://www.madcatz.com)

#### **About Verbatim**

Since its beginning in 1969, Verbatim® has been at the forefront of the evolution in data storage technology. Today, almost 50 years later, Verbatim remains one of the most recognizable names in the data storage industry.

Customer-driven, Verbatim is known for adding considerable product value--above and beyond its competitors--to established media technology. As an industry pioneer, Verbatim is recognized for the role it plays in early product development and commercial product introduction of new technologies. Verbatim’s leadership role is especially apparent in the evolution of optical media recording including MO and the CD/DVD family of products. Along with its technological innovations, Verbatim provides toll-free technical support and service to enable its customers to maximize the performance of its products.

As a subsidiary of Mitsubishi Chemical Corporation, a recognized world leader in the chemical and computer industries, Verbatim is ideally positioned to take advantage of changes in the market while continuing to challenge the frontiers of data storage.

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**Source**

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