



Elite Interactive Joins Immersion's Growing Base of Licensees for Video Game Console Peripherals

New X-Calibur and Katana Gamepad Controllers Now Available for Xbox and PlayStation 2

SAN JOSE, Calif., Aug 4, 2003 (BUSINESS WIRE) --

Immersion Corp. (Nasdaq:IMMR), a leading developer and licensor of haptic feedback technology, announced Elite Interactive, maker and distributor of consumer video game products, as its newest gaming licensee. Elite Interactive integrated haptic (force feedback) technology in the new X-Calibur(R) and Katana(R) controllers, its first gamepads to include force feedback capabilities for the Xbox and the PlayStation 2, respectively.

Both gamepads let gamers feel every turn, bump and dip during gameplay, providing a more realistic and engaging experience. For example, a player can feel the difference between driving on gravel or colliding with a barrier. In addition, force feedback gives gamers the opportunity to improve performance.

"Our customers are hardcore gamers who demand higher functionality and precision control during gameplay," said Jason Grimm, president and founder of Elite Interactive, "We decided to partner with Immersion because we realize that force feedback significantly adds to the realism of any game being played."

"Elite Interactive's delivery of force feedback in its console gamepads provides gamers with the greater level of interactivity that they enjoy," said Jeffrey Eid, VP, Computing and Consumer Business Unit at Immersion.

Pricing and Availability

The X-Calibur and Katana are priced at \$29.99 and \$24.99, respectively. Both are available at www.elite-interactive.com.

About Immersion (www.immersion.com)

Founded in 1993, Immersion Corp. is a recognized leader in developing, licensing and marketing haptic technology and products. Bringing value to markets where user/ product interaction needs to be made more compelling, safer or productive, Immersion helps its partners develop and increase competitive advantage and broaden market reach by making the use of touch sense feedback as critical a user experience as sight and sound. Immersion's technology is deployed across personal computing, entertainment, medical training, automotive and three-dimensional simulation markets. Immersion and its wholly owned subsidiaries hold more than 195 issued patents worldwide.

This media alert contains forward-looking statements, including in particular statements about future development plans and efforts. Forward-looking statements made in this press release are based on current information, which we have assessed but which by its nature is dynamic and subject to rapid and even abrupt changes. Immersion does not undertake any obligation to update or revise publicly any forward-looking statement, whether as a result of new information, future events or otherwise. Forward-looking statements include statements regarding the development and performance of haptically-enabled gaming. Immersion's actual results might differ materially from those stated or implied by such forward-looking statements due to risks and uncertainties associated with Immersion's business which include, but are not limited to, delay in or failure to achieve commercial demand for Immersion's touch-enabled technology products.

Risks and uncertainties related to Immersion's business in addition to those described above are further outlined in Immersion's Annual Report on Form 10-K and its Quarterly Reports on Form 10-Q. These reports are filed with the Securities and Exchange Commission. These factors may not constitute all factors that could cause actual results to differ materially from those discussed in any forward-looking statement. Immersion is not obligated to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.

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