Saitek to Create New Computer Mice With Immersion's Patented TouchSense Technology; Saitek's Tactile Feedback Mouse Provides Creative Opportunities for Game Developers

SAN JOSE, Calif. March 22, 2001 -- Game Developer Conference Immersion Corp., (Nasdaq:IMMR), pioneering the science of haptics, to improve life and lifestyle through digital touch interaction technology, today announced that Saitek, a leading international gaming peripheral designer and manufacturer, is incorporating Immersion's patented TouchSense(TM) technology into a new optical computer mouse with tactile feedback capabilities. Immersion's TouchSense technology allows computer users to feel objects and actions that correspond to events, graphics or icons on a computer screen.

Saitek's Touch Force Optical Mouse, complete with Saitek's distinctive industrial design, will enhance the whole PC experience. This mouse will allow everyday PC users to reap the benefits of tactile feedback in Windows applications and on the web. Now gamers can reach new levels of interaction in some of the hottest game titles such as Black & White, TRIBES 2 and Unreal Tournament using Saitek's new mouse configured for a wide range of game play.

"Immersion's tactile feedback technology inside our new mouse will greatly enhance the user experience," said Adrian Bedggood, marketing director of Saitek. "We decided to partner with Immersion because we realize that the next big thing in PC gaming is tactile feedback mice. This is a natural progression in our long-term relationship with Immersion as we continue to work together to develop innovate tactile gamepads, driving wheels and joysticks."

"Saitek's adoption of Immersion TouchSense technology is evidence of the growing trend that PC gamers want to play with tactile feedback mice," said Ramon Alarcon, director of licensed consumer technology for Immersion. "In addition to games, this type of mouse enhances the PC experience by adding the sense of touch to everyday computing. Now, people can feel textures, hyperlinks and icons in Windows applications and millions of web pages."

Already, Immersion's TouchSense technology has been incorporated into a broad array of tactile feedback devices including joysticks, game pads, driving wheels, and computer mice. Mice with tactile feedback capabilities provide a new realm of opportunity for developers to enhance their PC platform games. Immersion's software developer tools makes it easy for game developers to incorporate the sense of touch into games.

Immersion's developer tools and several hardware products with Immersion's TouchSense technology will be on display at Immersion's booth No. 528 at the Game Developers Conference in San Jose, California, March 22-24.

About Saitek (www.saitek.com)

Founded in 1978, Saitek soon established itself as the World number one in computer Chess and Intelligent games and entered the computer games controller market in 1993. Saitek has since grown to be the third largest brand in gaming peripherals for the PC. Its extensive range of award wining products are designed and manufactured by Saitek to help gamers win -- Saitek specializes in creating innovative & attractive products that genuinely enhance game-play. A wide range of Playstation® compatible products has just been launched to build on this success. Saitek products are distributed in over 30 countries, and are widely available in leading retailers, as well as on-line.

About Immersion (www.immersion.com)

Founded in 1993, Immersion Corp. develops and licenses advanced hardware and software technologies that let people use their sense of touch to better interact with the digital world around them. Immersion's haptic technology can be applied to virtually every digital experience including personal computing, entertainment, medical training, automotive interfaces, and three-dimensional simulation. Immersion's patented TouchSense(TM) technologies can dramatically improve computer users' performance and productivity by unlocking their sense of touch and allowing them to feel what they see and do on the computer screen. Immersion's medical simulation systems allow healthcare professionals to improve their procedural skills and increase patient safety by using 'digital patients'. Immersion and its wholly owned subsidiaries hold over 95 issued patents worldwide.

Statements made in this press release other than statements of historical fact are forward-looking statements, including those that reflect management's current forecast of certain aspects of Immersion's future. 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. Forward-looking statements include statements regarding Saitek's intention to launch a touch-enabled mouse product. 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 of Saitek to launch a touch-enabled mice product and whether there will be consumer demand for such devices.

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, its Quarterly Reports on Form 10-Q and its registration statement on Form S-3 filed Jan. 3, 2001. These reports and the registration statement 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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