

Take-Two Interactive Software, Inc. Appoints David Ismailer as President of 2K

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Company veteran to lead one of the interactive entertainment industry's premier video game development and publishing labels

NEW YORK--(BUSINESS WIRE)--May 31, 2017-- Take-Two Interactive Software, Inc. (NASDAQ:TTWO) today announced that David Ismailer has been appointed as the new President of 2K, a wholly-owned label of the Company that develops and publishes interactive entertainment for consumers around the globe.

Mr. Ismailer began working with Take-Two in 2002 as Vice President and Senior Counsel. In 2005, the year that 2K was formed, he was appointed the label's Chief Operating Officer and Senior Vice President of Publishing Operations. During his tenure in that position for more than a decade, Mr. Ismailer oversaw 2K's day-to-day operations and diversification, including building and supporting 2K's world-class teams, and their ability to deliver consistently some of the industry's most critically and commercially successful franchises such as *BioShock*, *Borderlands*, *Carnival Games*, *Mafia*, *NBA 2K*, *Sid Meier's Civilization*, *WWE 2K* and *XCOM*. Prior to joining Take-Two, he was an attorney at Morrison Cohen, where he practiced M&A and intellectual property law.

Mr. Ismailer holds a Bachelor of Business Administration from the University of Michigan and a J.D. from the Benjamin Cardozo School of Law.

"David is one of our most driven and dedicated leaders, who has a proven track record of success and an overwhelmingly profound sense of team," said Strauss Zelnick, Chairman and CEO of Take-Two. "Since the formation of 2K, he has played an integral role in its evolution to become one of the industry's premier labels that is renowned throughout the world for its portfolio of iconic franchises. We are confident that under David's leadership, 2K will continue to flourish and reach exciting new heights for many years to come."

"Having been at 2K since day one, I've had the pleasure of working alongside some of the most talented and committed professionals in our industry," said David Ismailer, President of 2K. "I am immensely proud of what we have achieved together. My goal is to enable and empower our teams further, and to provide them with the opportunity to build upon our rich history of creating innovative and engaging entertainment experiences for audiences around the world."

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, publisher and marketer of interactive entertainment for consumers around the globe. The Company develops and publishes products principally through its two wholly-owned labels Rockstar Games and 2K. Our products are designed for console systems and personal computers, including smartphones and tablets, and are delivered through physical retail, digital download, online platforms and cloud streaming services. The Company's common stock is publicly traded on NASDAQ under the symbol TTWO. For more corporate and product information please visit our website at <http://www.take2games.com>.

About 2K

Founded in 2005, 2K develops and publishes interactive entertainment globally for console systems, handheld gaming systems and personal computers, including smartphones and tablets, which are delivered through physical retail, digital download, online platforms and cloud streaming services. 2K publishes titles in today's most popular gaming genres, including shooters, action, role-playing, strategy, sports, casual, and family entertainment. The 2K label has some of the most talented development studios in the world today, including Firaxis Games, Visual Concepts, Hangar 13, Cat Daddy Games and 2K China. 2K's stable of high quality titles includes the critically acclaimed BioShock®, Borderlands™, and XCOM® franchises, the beloved Sid Meier's Civilization series, the innovative Evolve™, the popular WWE 2K franchise and NBA 2K, the #1 rated and #1 selling basketball franchise*. 2K is headquartered in Novato, California and is a wholly

owned label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO). For more information, please visit www.2k.com.

*According to 2008 - 2017 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through April 2017.

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Cautionary Note Regarding Forward-Looking Statements

The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "should," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for the Company's future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including: our dependence on key management and product development personnel, our dependence on our *Grand Theft Auto* products and our ability to develop other hit titles, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, and risks associated with international operations. Other important factors and information are contained in the Company's most recent Annual Report on Form 10-K, including the risks summarized in the section entitled "Risk Factors," the Company's most recent Quarterly Report on Form 10-Q, and the Company's other periodic filings with the SEC, which can be accessed at www.take2games.com. All forward-looking statements are qualified by these cautionary statements and apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

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