

## **2K Games and Twentieth Century Fox Announce Exclusive Licensing Agreement to Create Video Games Based on the Emmy-Award Winning TV Series Family Guy**

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### **Baby Stewie Gets One Step Closer to World Domination as 2K Games Brings Hit TV Series Family Guy to Video Game Consoles**

NEW YORK, Mar 06, 2006 (BUSINESS WIRE) -- 2K Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), and Twentieth Century Fox announced today an exclusive agreement to develop and publish "some freakin' sweet" video games based on the hit television series Family Guy. Working closely with Family Guy creator Seth MacFarlane, 2K Games will bring the hilarious world of Peter, Brian, the tyrannical tyke Stewie and all of Quahog, Rhode Island to current generation consoles this fall.

Developed by High Voltage Software, Family Guy will feature the offbeat humor from the show's writers in an action/adventure style of gameplay, focusing on the lovable oaf Peter Griffin, his world domination-obsessed son Stewie and their talking, martini-drinking dog, Brian. Throughout the game, these popular characters wreak havoc in many of the same locations depicted in the animated series.

"The irreverent and satirical humor from Family Guy that has made the show a smash hit opens up exciting and untapped possibilities in game development," said Christoph Hartmann, Managing Director of 2K Games. "We are looking forward to bringing the colorful Family Guy characters to life in a one-of-a-kind action/adventure style game."

Elie Dekel, Executive Vice President, Fox Licensing and Merchandising added, "2K Games really understands the distinct humor and unique voice of Family Guy. We're confident that they will develop a hilarious and entertaining game for fans of the show as well as for gamers."

Family Guy performs solidly in all key demographics and regularly attracts almost nine million viewers each week. Family Guy is the only television show in history to be resurrected from cancellation based on blockbuster DVD sales and the strength of its ratings in repeat cable broadcasts.

#### **About Family Guy**

Heading up the eclectic Family Guy household is Peter Griffin, a big, boisterous, lovable oaf who isn't afraid to say what's on his freakin' mind -- usually the wrong thing at exactly the wrong time. He lives in Quahog, Rhode Island with his wife, Lois, and their three children -- Chris, Meg and Stewie, a brilliant, sadistic baby bent on destroying the world. And, don't forget Peter's well-spoken, cynical best friend, Brian, the family dog. Executive producer/creator Seth MacFarlane has the distinction of being the youngest person to be an executive producer. Family Guy debuted after the Super Bowl in 1999, and in 2004, Family Guy made television history when Fox ordered the previously canceled show back into production due to its extraordinary fan support in both DVD sales and repeat broadcasts on Cartoon Network's 'Adult Swim'.

#### **About High Voltage**

High Voltage is serious about fun. How serious? Serious enough to employ 120 of the industry's top producers, artists, designers, programmers and audio engineers in a turnkey, 28,000 square foot studio located in the elite Hoffman Estates area of Illinois. Complete with facilities to handle motion-capture animation, end-to-end original sound engineering for music, sound effects, and voiceovers, a tools and technology department for bleeding edge software performance, world-class artists for stunning visuals, and of course veteran game designers for guaranteed fun, High Voltage Software (HVS) can take games from concept to design to programming to original audio design and execution to final gold master. Without a doubt, HVS is the industry's top one-stop shop for video game development.

[www.high-voltage.com/](http://www.high-voltage.com/)

## About FOX Licensing & Merchandising

A recognized industry leader, Twentieth Century Fox Licensing and Merchandising licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

## About Take-Two Interactive Software, Inc.

Headquartered in New York City, Take-Two Interactive Software, Inc. is an integrated global developer, marketer, distributor and publisher of interactive entertainment software games and accessories for the PC, PlayStation(R) game console, PlayStation(R)2 computer entertainment system, PSP(TM) (PlayStation(R)Portable) system, Xbox(R) video game and entertainment system from Microsoft, Xbox 360(TM) video game and entertainment system from Microsoft, Nintendo GameCube(TM), Nintendo DS(TM) and Game Boy(R) Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, 2K Games, 2K Sports and Global Star Software; and distributes products in North America through its Jack of All Games subsidiary. Take-Two also manufactures and markets video game accessories in Europe, North America and the Asia Pacific region through its Joytech subsidiary. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Madrid, Vienna, Milan, Sydney, Breda (Netherlands) and Auckland. Take-Two's common stock is publicly traded on NASDAQ under the symbol TTWO. For more corporate and product information please visit our website at [www.take2games.com](http://www.take2games.com).

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**SOURCE:** Take-Two Interactive Software, Inc.

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