

Rockstar Games Announces Bully

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NEW YORK, May 09, 2005 (BUSINESS WIRE) -- Rockstar Games, the world-renowned publishing label of Take-Two Interactive Software, Inc. (NASDAQ:TTWO) is proud to announce Bully for the PlayStation(R)2 computer entertainment system and Xbox(R) video game system from Microsoft. Bully takes the Rockstar tradition of groundbreaking, innovative, original gameplay and humorous tongue-in-cheek storytelling to an entirely new setting: the schoolyard. Bully is the brutally funny debut title from Rockstar Vancouver and is expected to hit retail shelves in October 2005. Bully will be shown behind closed doors in the Rockstar booth at E3 (324 South hall).

"We are really excited about the first title to be developed by our Rockstar Vancouver studio," said Sam Houser, President of Rockstar Games. "We fought hard to keep this title under wraps for ages and I am thrilled that we can finally unveil it to people at E3."

As a troublesome schoolboy, you'll laugh and cringe as you stand up to bullies, get picked on by teachers, play pranks on malicious kids, win or lose the girl, and ultimately learn to navigate the obstacles of the fictitious reform school, Bullworth Academy.

About Take-Two Interactive Software

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) handheld entertainment system, Xbox(R), Nintendo GameCube(TM) and Game Boy(R) Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, 2K Games 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.

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SOURCE: Take-Two Interactive Software, Inc.

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