

2K Play and Nickelodeon to Launch Lineup of Games Based on Hit New Preschool Shows and Characters

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NEW YORK--(BUSINESS WIRE)--Jun. 5, 2012-- 2K Play and Nickelodeon announced today new video games that celebrate the imaginative, educational and interactive worlds of Nickelodeon's hit preschool series, *Dora the Explorer*, *Bubble Guppies* and *Team Umizoomi*. Available this fall, ***Nickelodeon Dance 2*** for console systems builds on the success of its predecessor, ***Nickelodeon Dance***, by featuring new Nickelodeon characters, innovative game modes, original dances, and energetic songs from the network's hit TV shows. In addition, ***Bubble Guppies***, the top-rated CG-animated preschool series, makes a splash with its video game debut, delighting Nintendo DS™ gamers with a watery world of laughter and learning. Rounding out the lineup, ***Dora & Team Umizoomi's Fantastic Flight*** for Nintendo DS brings together the mighty math superheroes of *Team Umizoomi* and the beloved *Dora the Explorer* for the very first time.

"***Nickelodeon Dance 2*** builds on the active fun children, moms, teachers and grandparents had with our original dance sensation by adding new songs, characters, and twists," said Steve Lux, Vice President of Business Development for 2K Play. "On the portable front, we're delighted to introduce games based on preschoolers' favorite new Nickelodeon properties, including *Bubble Guppies* and *Team Umizoomi*, providing the perfect opportunity to play learning games on the go."

"Our new titles with 2K Play exemplify Nickelodeon's ongoing commitment of stimulating and developing preschoolers' minds through play and education," said Sherice Torres, Senior Vice President of Home Entertainment, DTO and Video Game Licensing, Nickelodeon Consumer Products. "Kids will love singing, dancing and interacting with the characters from their favorite preschoolers series."

In ***Nickelodeon Dance 2***, gamers of all ages can dance, sing and workout with more Nickelodeon friends than ever before. Thirty all-new tracks include chart-toppers from hit Nick Jr. TV shows, like *The Fresh Beat Band*, *Bubble Guppies*, *Dora the Explorer*, *Team Umizoomi*, and *The Backyardigans*. Original dance routines are under development with the guidance of an Emmy-recognized® children's dance choreographer.

The first ***Nickelodeon Dance*** was named one of *Parents* magazine's "15 Best Video Games" in 2011. It was also featured in The Active Gaming Showcase, which is the President's Council on Fitness, Sports & Nutrition and the Entertainment Software Association's joint initiative to promote active play through video games. ***Nickelodeon Dance 2*** continues the franchise's trend of encouraging heart-healthy activity with the inclusion of a special workout mode.

Bubble Guppies for Nintendo DS is the first video game featuring the fish-tailed classmates Molly, Gil, Deema, Nonny, Oona, and Goby from Nickelodeon's top-rated CG-animated preschool series. Gamers will dive into an underwater world of learning and exploration in this fin-tastic voyage.

In ***Dora & Team Umizoomi's Fantastic Flight*** for Nintendo DS, *Dora the Explorer* steps into her first adventure with the mighty members of *Team Umizoomi*. Gamers will help Millie, Geo, Bot and Dora on a high-flying journey, practicing math and problem-solving skills along the way.

Nickelodeon Dance 2 for console systems, ***Bubble Guppies*** for Nintendo DS and ***Dora & Team Umizoomi's Fantastic Flight*** for Nintendo DS will be available this November and have not yet been rated by the ESRB. The console titles are being developed by High Voltage Software, Inc., and Nintendo DS titles by Black Lantern Studios, Inc.

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2K Play is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ:TTWO).

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, marketer and publisher of interactive entertainment for consumers around the globe. The Company develops and publishes products through its two wholly-

owned labels Rockstar Games and 2K, which publishes its titles under the 2K Games, 2K Sports and 2K Play brands. Our products are designed for console systems, handheld gaming 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://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.take2games.com&esheet=50299519&lan=en-US&anchor=http%3A%2F%2Fwww.take2games.com&index=2&md5=ba85bd7aa39d99728c1257507c6fa2b1>.

About 2K

Founded in 2005, 2K develops and publishes interactive entertainment for console systems, handheld gaming systems and personal computers, including smartphones and tablets through its three divisions: 2K Games, 2K Sports, and 2K Play that are delivered through physical retail, digital download, online platforms and cloud streaming services. 2K publishes titles in today's most popular gaming genres, including first-person shooters, action, role-playing, real-time 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, Irrational Games, 2K Marin, 2K Australia, 2K Czech, Cat Daddy Games, and 2K China. In just a few short years, 2K launched the 2007 Game of the Year - *BioShock*[®]; published the critically acclaimed *Borderlands*[™]; continued the award-winning *Sid Meier's Civilization*[®] series; delivered the #1 rated and #1 selling basketball franchise with *NBA*[®] 2K^{**}; and broke new ground in the family entertainment market with its multi-million unit selling hit *Carnival Games*. 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 <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.2K.com&esheet=50299519&lan=en-US&anchor=www.2K.com&index=3&md5=2bfea3cc652e4705580b918e052dfd43>.

***According to 2008 - 2012 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through April 2012.*

About Nickelodeon

Nickelodeon, now in its 33rd year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 17 consecutive years. For more information or artwork, visit <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.nickpress.com%2F&esheet=50299519&lan=en-US&anchor=http%3A%2F%2Fwww.nickpress.com&index=4&md5=0517cac780f0932c4314ec0dc910a777>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIA.B).

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can be accessed at <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.take2games.com&esheet=50299519&lan=en-US&anchor=www.take2games.com&index=5&md5=ef8812e884787ec95b70a687ad179d60>. 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.

Source: Take-Two Interactive

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