

Duke Nukem Forever(R) Set to Kick Ass and Chew Bubblegum During The Gadget Show Live 2011

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First UK opportunity to play Duke Nukem Forever and gain free membership to the exclusive Duke Nukem Forever First Access Club!

WINDSOR, United Kingdom, Apr 11, 2011 (BUSINESS WIRE) --

2K Games announced today that legendary hero, Duke Nukem, will make an appearance at this year's Gadget Show Live in Birmingham. ***Duke Nukem Forever(R)*** will be playable to the public for the first time in the UK in the luxurious Vegas-themed Duke gaming area, at stand number GZ183, between April 12th-17th 2011.

2K Games will also be giving away ***Duke Nukem Forever*** First Access Club certificates, allowing members to gain unique Duke content, updates and early access to the game demo. Duke fans will also be able to receive free, limited edition Duke t-shirts and badges, as well as stand the chance of winning one of the first ever UK copies of ***Duke Nukem Forever***.

Duke Nukem is one of the biggest and most recognisable brands in the interactive entertainment industry. Irreverent, politically incorrect, and uber macho, Duke Nukem is the perfect, uncompromising ass-kicking hero to remedy the overdose of today's gaming archetypes. Duke brings his signature brand of babe-lovin', cigar-smoking, beer-chugging and ass-kicking action as he saves the Earth and its babes from hordes of invading aliens: The Gadget Show Live is the perfect place to play ***Duke Nukem Forever*** before it is publicly released on June 10th 2011 in the UK.

For more information on ***Duke Nukem Forever***, including where to pre-order a copy, please visit www.dukenukemforever.com. ***Duke Nukem Forever*** is rated BBFC 18 (TBC).

2K Games 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 global developer, marketer and publisher of interactive entertainment software games for the PC, PlayStation(R)3 and PlayStation(R)2 computer entertainment systems, PSP (R) (PlayStation(R)Portable) system, Xbox 360(R) video game and entertainment system from Microsoft, Wii(TM), Nintendo DS(TM), iPhone(R), iPod(R) touch and iPad(TM). The Company publishes and develops products through its wholly owned labels Rockstar Games and 2K, which publishes its titles under 2K Games, 2K Sports and 2K Play. 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 www.take2games.com.

About Gearbox Software

Gearbox Software is respected industry wide for the award winning, best-selling original and licensed video games they have developed for major video game platforms. Founded in 1999 and located near Dallas, TX, Gearbox Software is well known for the creation and development of their original blockbuster franchise, Borderlands, and has developed numerous top selling add-on packs for Borderlands. Additionally Gearbox now has ownership of the Duke Nukem franchise, created and developed the Brothers in Arms series and developed games and added value to many of the industry's top franchises including Halo, Half-Life, Tony Hawk, James Bond and others. Gearbox Software's success has been enabled and supported through several key mutually beneficial business relationships with strong publishing partners including Activision, Electronic Arts, Ubisoft Entertainment, Microsoft Games Studios, Sega of America and Take-Two/2K Games.

Currently Gearbox Software is in development with Duke Nukem Forever published by 2K Games, Aliens: Colonial Marines, published by Sega, and other unannounced AAA games for multiple platforms including the Microsoft Xbox 360, PlayStation(R)3 system, Nintendo Wii, Windows PC, Mac, Nintendo DS, PSP and more.

Xbox, Xbox 360, and Xbox LIVE are either registered trademarks or trademarks of the Microsoft group of companies.

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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," "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 for current generation platforms, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, our ability to raise capital if needed and risks associated with international operations. Other important factors and information are contained in the Company's Transition Report on Form 10-KT for the five month transition period ended March 31, 2010, in the section entitled "Risk Factors," 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.

SOURCE: Take-Two Interactive Software, Inc.

2K Games

Ben Lawrence, 01753 496 630

UK PR Manager

Ben.lawrence@2k.com