

Rockstar Games Announces New Downloadable Content Plans for Crime Thriller *L.A. Noire*

May 31, 2011 7:32 AM ET

DLC available for individual purchase or combined in new L.A. Noire Rockstar Pass package

NEW YORK, May 31, 2011 (BUSINESS WIRE) -- Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), and Team Bondi Pty. Ltd. are pleased to announce downloadable content plans for the blockbuster crime thriller, *L.A. Noire*. Several standalone cases, collectibles and challenges will be released in the coming months on the PlayStation(R)Network for the PlayStation(R)3 computer entertainment system and the Xbox LIVE(R) online entertainment network.

"With its blend of real crime influences and noir atmosphere, *L.A. Noire* contains boundless potential for new stories and new cases," said Sam Houser, founder of Rockstar Games. "The four new cases are strong standalone stories that sit perfectly alongside the main game."

Starting today in North America and Europe, players can purchase the *L.A. Noire* Rockstar Pass, a new way to pre-order DLC, which gives players access to all seven paid DLC. The Rockstar Pass is available for a limited-time price of \$10.00 (PlayStation Network) / 800 Microsoft Points (Xbox LIVE)--a 50% discount compared to purchasing the DLC content individually. Once purchased, the Rockstar Pass enables gamers to download all the announced DLC for free as it becomes available on the PlayStation Network and Xbox LIVE, which totals four unique cases, two detective suits and a collectible challenge. Xbox 360 Achievements and PlayStation Trophies will be available in each of the four cases.

All seven pre-order DLC options will be available to purchase from Xbox LIVE and PlayStation Network starting today with The Badge Pursuit Challenge and the Sharpshooter/ Broderick detective suits to download for \$2.00/160 Microsoft Points and \$1.00/80 Microsoft Points, respectively. "The Naked City" Vice case and "A Slip of the Tongue" Traffic case are also launching today. Both cases will each be priced at \$4.00 (PlayStation Network) / 320 Microsoft Points (Xbox LIVE).

Two brand new cases, the "Nicholson Electroplating" Arson case (June 21, 2011) and the "Reefer Madness" Vice case (July 12, 2011), will also be available for download later this summer, each priced at \$4.00 (PlayStation Network) / 320 Microsoft Points (Xbox LIVE). Inspired both by famous noir fiction and real-life crimes taken straight from the headlines, these downloadable cases will provide unique experiences for players independent of the game's primary storyline. All of the DLC will be available for purchase through the *L.A. Noire* Rockstar Pass, priced after the limited discount period at \$12.00 (PlayStation Network) / 960 Microsoft Points (Xbox LIVE)--a 40% discount off individual DLC pricing.

As a token of thanks to fans, members of the Rockstar Social Club will also receive a free download of the Chicago Lightning Detective Suit. In addition, Rockstar will unlock the Chicago Piano machine gun for free to all players via the PlayStation Network and Xbox LIVE. Both are available now. Registration to join the Social Club is free of charge and can be accessed at socialclub.rockstargames.com.

- Chicago Lightning Detective Suit (Social Club only) - May 17;
- *L.A. Noire* Rockstar Pass (limited-time discount price) - May 31;
- "The Naked City" DLC case - May 31;
- "A Slip of The Tongue" DLC case - May 31;
- Broderick Detective Suit and Gun - May 31;
- Sharpshooter Detective Suit and Gun - May 31;
- The Badge Pursuit Challenge - May 31;
- Chicago Piano Machine Gun (free community unlock) - May 31;
- *L.A. Noire* Rockstar Pass (standard price) - June 14;
- "Nicholson Electroplating Disaster" DLC case - June 21;
- "Reefer Madness" DLC case - July 12.

L.A. Noire is available now for Xbox 360 and the PlayStation 3.

About *L.A. Noire*

Produced and developed by Rockstar Games and Team Bondi, *L.A. Noire* is a violent crime thriller that blends breathtaking action with true detective work to deliver an unprecedented interactive experience. Following the story of a young detective's rise to prominence in the LAPD, *L.A. Noire* lets players solve complex, historically-inspired crimes in a beautifully-recreated and fully-interactive rendition of 1947 Los Angeles. Interrogate witnesses, search for clues, and chase down suspects as you struggle to find the truth in a city where everyone has something to hide.

For more information, log onto www.rockstargames.com/lanoire.

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.

Microsoft, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies and are used under license from Microsoft. Xbox, Xbox 360, and Xbox LIVE are either registered trademarks or trademarks of the Microsoft group of companies.

"PlayStation" and the "PS" Family logo are registered trademarks and "PS3" is a trademark of Sony Computer Entertainment Inc.

All trademarks and copyrights contained herein are the property of their respective holders.

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 Annual Report on Form 10-K for the fiscal year ended March 31, 2011, 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

Rockstar Games

Emmy Kasten, (212) 334-6633 x6559

Emmy.Kasten@rockstargames.com

or

Take-Two Interactive Software, Inc.

Corporate Press

Alan Lewis, (646) 536-2983

Alan.Lewis@take2games.com