

## 2K Play Declares November 5th Super Game Day!

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*Nickelodeon's Ni Hao, Kai-lan, Dora the Explorer and The Backyardigans Video Games in Stores Now*

NEW YORK--(BUSINESS WIRE)--Nov. 5, 2009-- 2K Play and Nickelodeon - the number-one entertainment brand for kids - announced today that ***Ni Hao, Kai-lan: Super Game Day*** and ***Dora the Explorer: Dora Saves the Crystal Kingdom*** are now available at retailers in North America for Wii™ and the PlayStation®2 computer entertainment system. For gamers on the go, ***Ni Hao, Kai-lan: New Year's Celebration***, ***Dora Puppy*** and ***The Backyardigans*** are now available for Nintendo DS™.

"Whether rowing with your Wii Remote™ in an exciting Dragon Boat race or caring for Dora's adorable puppy Perrito on Nintendo DS, we're kicking off the holiday season with our most creative and innovative lineup of preschool Nickelodeon games to date," said Steve Lux, vice president of business development for 2K Play.

"With these new releases, we're bringing imaginative play, exploration and teamwork to life for preschoolers in an interactive fashion," said Shaan Kandawalla, vice president, digital retail games at Nickelodeon.

In ***Ni Hao, Kai-lan: Super Game Day*** for consoles, players team up with Kai-lan and her friends Rintoo, Tolee and Hoho in action games, including Butterfly Bonanza, Soccer Challenge and YeYe's Movin' and Groovin'. ***Ni Hao, Kai-lan: New Year's Celebration*** for DS allows gamers to match colors and shapes to march in a parade, cook dumplings and put on a dazzling fireworks display.

***Dora Saves the Crystal Kingdom*** for consoles is based on the prime-time Nickelodeon television event. Players help Dora locate missing crystals in order to restore color to a village that has fallen under an evil spell. Gamers fly with butterfly wings, perform tricks with a magical wand and, for the first time, can play as Boots. ***Dora Puppy*** for DS lets you care, train and play with Perrito as you attempt to win a trophy in the Big Puppy Competition.

***The Backyardigans*** for DS takes preschoolers on a music-filled adventure. Players can sail the high seas as pirates, blast into outer space as intergalactic garbage collectors, and capture evil villains as masked superheroes.

Each game features voice actors from the popular Nickelodeon television shows. The games were reviewed for age-appropriateness, fun-factor and quality, and the packaging features a "Kid-Tested" seal. In addition, while supplies last, purchasers of specially marked Wii games will be entitled to a one month free subscription to *Nick Jr. Boost*, the online service with a focus on learning.

The titles for the PlayStation 2 system and Wii were developed by High Voltage Software, Inc. and the Nintendo DS titles by Black Lantern Studios, Inc. The games are rated from EC for Early Childhood to E for Everyone by the ESRB. Suggested retail prices are as follows:

- *The Backyardigans* (DS): \$29.99
- *Dora the Explorer: Dora Saves the Crystal Kingdom* (Wii): \$39.99
- *Dora the Explorer: Dora Saves the Crystal Kingdom* (PS2): \$19.99
- *Dora Puppy* (DS): \$29.99
- *Ni Hao, Kai-lan: Super Game Day* (Wii): \$39.99
- *Ni Hao, Kai-lan Super Game Day* (PS2): \$19.99
- *Ni Hao, Kai-lan: New Year's Celebration* (DS): \$29.99

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

For more information, please visit [www.2kgames.com/2kplay](http://www.2kgames.com/2kplay).

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer, distributor and publisher of interactive entertainment software games for the PC, PlayStation®3 (PS3™) and PlayStation®2 computer entertainment systems, PSP® (PlayStation®Portable) system, Xbox 360® video game and entertainment system from Microsoft, Wii™ and Nintendo DS™. 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. Take-Two also distributes software, hardware and accessories in North America through its Jack of All Games subsidiary. 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](http://www.take2games.com).

Nickelodeon, now in its 30th 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, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 99 million households and has been the number-one-rated basic cable network for 15 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

High Voltage Software, Inc. is an award-winning studio that has been developing games and simulations for over 15 years. Located in Hoffman Estates, Illinois, it now employs over 140 staff members. The independent company has successfully produced a wide variety of license-based video game titles that include competitive racing, professional sports, horror, motion picture adaptations, and military simulations, and is now making its foray into original and innovative intellectual properties. More information about High Voltage Software and its products can be found at [www.high-voltage.com](http://www.high-voltage.com).

Black Lantern Studios, Inc. is an independent interactive entertainment software developer for consoles and the PC. Founded in 2003 and headquartered in Springfield, Missouri, Black Lantern Studios is committed to providing the highest quality, richest, and most satisfying gaming experience to its customers, and delivering value to its publishers and partners. For more information about Black Lantern Studios, please visit [www.blacklanternstudios.com](http://www.blacklanternstudios.com) or e-mail [info@blacklanternstudios.com](mailto:info@blacklanternstudios.com).

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Company's Quarterly Report on Form 10-Q for the fiscal quarter ended July 31, 2009, and the Company's other periodic filings with the SEC, which can be accessed at [www.take2games.com](http://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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6093230&lang=en>

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