Midnight Club: Los Angeles Downloadable Content Coming March 12

February 25, 2009 10:01 AM ET

Free South Central Map Expansion and South Central Premium Upgrade feature unique new vehicles, amazing new races and more

NEW YORK, Feb 25, 2009 (BUSINESS WIRE) -- Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today that downloadable content for Midnight Club: Los Angeles will arrive on March 12 for both the Xbox 360(R) video game and entertainment system from Microsoft and the PLAYSTATION(R)3 computer entertainment system. This downloadable content offers more streets to race in with the free South Central Map Expansion which expands Midnight Club: Los Angeles by one third, adding four new neighborhoods to make up the iconic district of South Central.

The South Central Premium Upgrade is the total South Central experience for *Midnight Club: Los Angeles* delivering nine new vehicles, 26 new races, 12 new battle maps, 10 new delivery missions, over 100 new red light races, new vinyl packs, new parts, new music and more - all for the cost of \$9.99.

The free South Central Map Expansion will ensure that every racer with either Xbox 360 or PLAYSTATION 3 copies of the game can race online against players that have the South Central Premium Upgrade.

More car packs are coming soon.

The South Central Map Expansion features:

- Map expansion by one third
- Four new neighborhoods
- Price: FREE for both Xbox 360 and PLAYSTATION 3

South Central Premium Upgrade features:

• Nine new vehicles:

Luxury: 2008 Mercedes-Benz CLK63 AMG "Black"

SUV: 2008 Range Rover Supercharged, 2008 Range Rover Sport Super Charged

Lowrider: 1955 Chevy Bel Air, 1963 Buick Riviera, 1964 Chevy Impala, 1965 Chevy Malibu

Muscle: 1970 Chevy Chevelle, 1966 Pontiac GTO

- 26 new races
- 12 new battle maps
- 10 new delivery missions
- 100+ new red light races
- New rims
- New body kits for each new car
- New vinyl pre-sets
- Hydraulics/Airbags unlocked on all new cars
- New music
- Price: \$9.99 for PLAYSTATION 3 and 800 MS points for Xbox 360

The South Central Map Expansion and South Central Premium Upgrade for *Midnight Club: Los Angeles* for the Xbox 360 and PLAYSTATION 3 are rated T for Teen. For more information, please visit

www.rockstargames.com/midnightclubLA.

About Take-Two Interactive Software

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(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) and Nintendo DS(TM). The Company publishes and develops products through its wholly owned labels Rockstar Games, 2K Games, 2K Sports and 2K Play; and distributes software, hardware and accessories in North America through its Jack of All Games subsidiary. 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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This press release may contain forward-looking statements made in reliance upon the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. 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 realization of the anticipated benefits from our recent business reorganization, the ability to maintain acceptable pricing levels on our games, our reliance on a primary distribution service provider for a significant portion of our products, our ability to raise capital if needed, risks associated with international operations, the matters relating to the Special Committee's investigation of the Company's stock option grants and the claims and proceedings relating thereto (including stockholder and derivative litigation, actions by the SEC and/or other governmental agencies and negative tax or other implications for the Company resulting from any accounting adjustments or other factors) and risks associated with the Company's concluded process to evaluate its strategic alternatives including stockholder litigation arising there from. Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2008, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, and 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.

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