

Take-Two Interactive Software, Inc. Appoints Barbara A. Kaczynski to Its Board of Directors; Ms. Kaczynski To Chair Take-Two Audit Committee

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NEW YORK--(BUSINESS WIRE)--July 27, 2004--Take-Two Interactive Software, Inc. (NASDAQ: TTWO) announced today the appointment of Barbara A. Kaczynski to the Company's Board of Directors. Ms. Kaczynski was most recently Chief Financial Officer of the National Football League (NFL) and has experience with media, entertainment, advertising and technology companies. Ms. Kaczynski will chair Take-Two's Audit Committee and assumes an important role as an independent director and financial expert as defined by the Securities and Exchange Commission.

Richard Roedel, Chairman and Chief Executive Officer, stated, "We are very pleased to have Barbara join our Board. With her knowledge of current financial requirements and corporate governance trends, I am confident she will make significant contributions to Take-Two. We look forward to working with Barbara and benefiting from her expertise and insight."

As Chief Financial Officer of the NFL, Ms. Kaczynski directed the operations of the finance, treasury, budgeting, planning, internal audit and information technology organizations of the NFL, reporting directly to Commissioner Paul Tagliabue. In her capacity as Chief Financial Officer, Ms. Kaczynski played an integral role in supporting the activities of the NFL's Finance and Audit Committees. These activities included developing financial strategies and advising the NFL's executive guiding bodies on financial and governance matters.

Prior to the NFL, Ms. Kaczynski held several senior financial positions as Chief Financial Officer at Netpliance, Inc.; Chief Operating Officer and Chief Financial Officer at Adsmart Corporation, a subsidiary of CMGI, Inc.; and Vice President of Finance and Controller for Time, Inc., where she spent almost 10 years. Ms. Kaczynski, a CPA, began her career at Price Waterhouse in New York and earned an MBA in Finance from New York University's Stern School of Business Administration.

The addition of Barbara Kaczynski to the Take-Two Board increases the number of directors to eight, including six independent directors and two Take-Two senior executives.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is an integrated global developer, marketer, distributor and publisher of interactive entertainment software games and accessories for the PC, PlayStation(R) game console, PlayStation (R)2 computer entertainment system, Xbox(R), Nintendo GameCube(TM) and Game Boy(R) Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, Gathering and Global Star Software; and distributes products in North America through its Jack of All Games subsidiary. Take-Two also manufactures and markets video game accessories in Europe, North America and the Asia Pacific region through its Joytech subsidiary. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Madrid, Vienna, Milan, Sydney, Breda (Netherlands) and Auckland. 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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Safe Harbor Statement under the Private Securities Reform Act of 1995: This press release contains 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. Such forward-looking statements are based on the beliefs of our management as well as assumptions made by and information currently available to them. The Company has no obligation to update such forward-looking statements. Actual results may vary significantly from these forward-looking statements based on a variety of factors. These important factors are described in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2003 and on Form 10-Q for the quarter ended April 30, 2004 in the section entitled "Cautionary Statement and Risk Factors".

CONTACT: Take-Two Interactive Software, Inc.
Jim Ankner, 646/536-3006

james.ankner@take2games.com

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