

2K Play's Carnival Games: Monkey See, Monkey Do Delivers Full-Body, Controller-Free Family Fun Exclusively on Kinect(TM) for Xbox 360(R)

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NEW YORK, Apr 06, 2011 (BUSINESS WIRE) --

When a Wily Wizard, Mischievous Monkey and Boastful Barker fit prominently into your family game night, it can only mean 2K Play's ***Carnival Games: Monkey See, Monkey Do*** is now available in North America exclusively on Kinect(TM) for Xbox 360 (R). The latest in gaming technology allows players to actually speak to the Wizard to learn their future, challenge the Monkey to a "Cotton Eye Joe" dance-off and contemplate the Barker's generous offer to swim in the *Shark Tank*. The game will be available internationally on April 8, 2011.

Carnival Games: Monkey See, Monkey Do features five theme-park alleyways - from Coaster Corner to Whirligig Way - housing twenty colorful midway games and attractions. Players of all ages can compete against friends and family as they go for the *Knockout Punch* against a heavy bag that fights back, twist their body in *Crash Test Dummy*, leap into a space-age journey in *Rocket to Mars*, catch coins while roller-coasting down *Gold Rush Mountain* and much more.

"We built ***Carnival Games: Monkey See, Monkey Do*** from the ground up to take full advantage of the one-of-a-kind technology in Kinect for Xbox 360," said Steve Lux, vice president for business development for 2K Play. "From the character-based voice recognition capabilities to the virtual reality effect you feel from playing a game of *Granny Shot*, the game has no equal in the world of family entertainment."

Developed by 2K's Cat Daddy Games, the studio behind the successful ***Carnival Games*** franchise that has sold more than 7 million units worldwide, ***Carnival Games: Monkey See, Monkey Do*** also features midway classics that are completely re-imagined to be controller-free for Kinect for Xbox 360, including *Alley Ball*, *Strength Test*, *Court King* and *Wheel of Chance*. All manner of interactive prizes and surprises await players, such as animated pet dragons, robot cowboys and flying bears.

The immersive experience is enhanced as gamers challenge each other playing as their Xbox Avatars. In addition, tickets can be redeemed to acquire a wide variety of outfits, including Ninja, Swashbuckler, Viking and Wild West costumes. A special ***Carnival Games'*** avatar collection will be available on the Xbox LIVE Marketplace for the Xbox 360(R) video game and entertainment system from Microsoft featuring a stylish array of Barker accessories, and the game will be enhanced with downloadable content in the future.

As no family game night is complete without snacks, ***Carnival Games: Monkey See, Monkey Do*** includes a coupon for a free package of Jolly Time popcorn, redeemable at retailers throughout North America, and a recipe for Monkey Barker Popcorn Pops. The game is being supported by a marketing campaign that includes television advertising on major networks and national programs such as "American Idol" and "Dancing with the Stars."

For more information on ***Carnival Games: Monkey See, Monkey Do*** please go to www.2kgames.com/2kplay or visit us at facebook.com/carnivalgames and twitter.com/2KPlay. This game has been rated E for Everyone by the ESRB.

2K Play 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.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6673373&lang=en>

SOURCE: Take-Two Interactive

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