2K Announces BioShock as an Exclusive Xbox 360 and Games for Windows Title

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NEW YORK, Sep 28, 2006 (BUSINESS WIRE) -- 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced that BioShock, its highly anticipated and award-winning innovative first person shooter, will be released exclusively on Xbox 360(TM) video game and entertainment system from Microsoft and Games for Windows, the new brand optimized for Windows XP and Windows Vista. Slated for 2007 and developed by Irrational Games, a 2K development studio, BioShock will forever change the expectations for the first-person shooter.

"2K is excited to release BioShock exclusively on Xbox 360 and under the Games for Windows brand on the PC," said Christoph Hartmann, President, 2K. "BioShock is the next step in the evolution of first-person shooters and a perfect title to push the limits of Xbox 360."

"We expect BioShock will set a new mark in next generation gaming when it launches next year," said George Peckham, general manager, global third party publishing for the Interactive Entertainment Business, Microsoft. "We're thrilled that gamers will be able to experience BioShock only as an Xbox 360 and Games for Windows title."

The Games for Windows branding ensures that consumers have a consistent, reliable gaming experience on Windows XP and Windows Vista with easier game installation, improved reliability, and support for key Windows Vista features. These titles will also support wide-screen gaming, can be launched from within Windows Media Center, will be compatible with 64 bit consumer versions of Windows and support the Xbox 360 Controller for Windows.

Taking full advantage of both Microsoft platforms, BioShock takes place among the ruins of an underwater utopia. After your plane crashes into icy, uncharted waters, you discover a rusted bathysphere and descend into Rapture, a city hidden beneath the sea. Constructed as an ideal society for a hand-picked group of scientists, artists and industrialists, Rapture collapsed under the weight of its own idealism. Now the city is littered with corpses, wildly powerful guardians roam the corridors, mutated little girls scavenge the dead, and genetically modified citizens ambush you at every turn.

BioShock is in development for Xbox 360 and Windows and will be released in 2007. For more information please visit www.2kgames.com.

About Take-Two Interactive Software, Inc.

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, PSP(R) (PlayStation(R)Portable) system, Xbox(R) and Xbox 360(TM) video game and entertainment systems from Microsoft, Nintendo GameCube(TM), Nintendo DS(TM) and Game Boy(R) Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, 2K and 2K Sports, 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, Geneva, London, Paris, Munich, Madrid, Milan, Sydney, Breda (Netherlands), Auckland, Shanghai and Tokyo. 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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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 risks and uncertainties include the final conclusions of the Special Committee and the Board of Directors concerning matters related to the Company's stock option grants, including, but not limited to, the accuracy of the stated dates of option grants and whether all proper procedures were followed, the impact of any restatement of financial statements of the Company or other actions that may be taken or required as a result of such reviews; the timing of the completion of the Special Committee's investigation; and the possibility that the Special Committee's investigation or any governmental investigation may reveal issues that the Company does not currently realize exist. In addition, the investigation and possible conclusions of the Special Committee may require additional expenses to be recorded; may adversely affect the Company's ability to file required reports with the U.S. Securities and Exchange Commission ("SEC") on a timely basis, the Company's conclusions on the effectiveness of internal control over financial reporting and disclosure controls and procedures, and the Company's ability to meet the requirements of the NASDAQ Stock Market for continued listing of the Company's shares; and may result in claims and proceedings relating to such matters, including shareholder litigation and 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. Other important factors are described in the Company's Form 10-Q for the quarter ended April 30, 2006 in the section entitled "Risk Factors".

SOURCE: Take-Two Interactive Software, Inc.

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