

2K Play Launches Birthday Party Bash on Wii(TM) - Brings the Party Back Home in an Entertaining and Affordable Way

July 14, 2009 11:01 AM ET

NEW YORK--(BUSINESS WIRE)--Jul. 14, 2009-- 2K Play today announced that ***Birthday Party Bash***TM, an innovative game exclusively for the WiiTM system from Nintendo, is now available at retailers throughout North America. ***Birthday Party Bash*** gives savvy moms and dads a complete “Party-in-a-Box,” including themed games, invitations, and offers from *Duncan Hines*®, *Party City*®, and *Evite*®, plus a how-to guide on planning a fun and original party for their kids.

Jeanne Benedict, a national lifestyle party expert, author, and TV host, will help kick-off the launch of ***Birthday Party Bash*** with her unique take on do-it-yourself party planning. Benedict is scheduled to be a guest on local morning television and radio news shows around the country in the coming days to share tips for planning an affordable and fun birthday bash that both parents and kids will enjoy.

“***Birthday Party Bash*** for Wii brings back the art of the party in the most entertaining and cost-effective way,” said Benedict. “The game is a fantastic birthday solution for busy moms and dads because it includes everything from invitations to entertainment that you can use as a blueprint for a truly memorable party.”

In ***Birthday Party Bash***, up to 12 party goers can whack, roll, splash, pop, scribble, climb, jump, and shimmy their way through more than 20 birthday games, including Piñata Blast, Duncan Hines Cake Stacker, Pin the Tail, Hot Potato and Birthday Blowout. The birthday boy or girl can also choose from ten party theme rooms to set the scene for an unforgettable bash, from “Pirates,” complete with sword and treasure chest, to “Princess,” with a royal castle, a fancy crown, and unicorn. When it’s time to break for cake, a lively rendition of the traditional “Happy Birthday” song will play for everyone to sing along in karaoke-style, with a virtual cake on screen.

Birthday Party Bash debuted this week on a special televised pre-sale event on the Home Shopping Network (HSN) to coincide with the multichannel retailer’s own birthday celebration. In addition, a promotion for the game will appear on millions of boxes of *Duncan Hines* confetti cupcake baking mix this fall. ***Birthday Party Bash*** has already received a thumbs-up from web sites such as GoodHousekeeping.com, RealSimple.com, and Kaboose.com, with additional reviews expected this summer as busy moms around the country transform their living rooms into “Party Central.”

With the average cost of a child’s birthday party now approaching \$500*, 2K Play partnered with *Duncan Hines*, discount party super store *Party City*, and *Evite.com*, the leading online invitation website, to offer parents a money-saving, whole-party solution. ***Birthday Party Bash*** includes:

- A guide filled with tips on planning a birthday celebration;
- 12 packed-in, ready-to-mail party invitations;
- Customized ***Birthday Party Bash*** on-line invitations from *Evite.com*;
- An easy-to-follow recipe and photo of an exclusive ***Birthday Party Bash*** cupcake tower from the best-selling authors of the “Hello, Cupcake!” book of fun cupcaking techniques; and
- In-the-box coupons from *Duncan Hines* and *Party City* to help outfit the party with decorations, party supplies and dessert.

Birthday Party Bash was developed by 2K’s Cat Daddy Games studio, the creators of the highly successful ***Carnival Games*** franchise, which has sold over four million copies to date. ***Birthday Party Bash*** for the WiiTM system from Nintendo has a suggested retail price of \$39.99 and is rated E for Everyone by the ESRB.

For more information, visit www.birthdaypartybashgame.com.

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

**According to Evite.com Party Budget Estimator, typical costs for a 3-hour party with 12 kids range from \$410- \$547.*

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®3 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.

About Jeanne Benedict

Jeanne Benedict's popularity has been on the rise since the success of her first book and a four season run as the host / designer of the TV theme party show, "Weekend Entertaining," on the DIY network. TV viewers also know Jeanne from over 100 appearances as a Lifestyle Party Expert and Chef on shows such as Live with Regis & Kelly, The Ellen Degeneres Show, The Bonnie Hunt Show, The CBS Saturday Early Show, and many more. In August 2007, Jeanne joined Celebrations.com, a venture from 1(800) Flowers, as a Contributing Editor and Lifestyle Party Expert, where she writes weekly feature articles and hosts videos. More information about Jeanne Benedict is available at www.JeanneBenedict.com.

About Duncan Hines

The Duncan Hines product line includes over 80 different sweet baked-good mixes ranging from cakes and brownies to muffins and cookies as well as ready-to-spread frostings and frozen ready-to-bake brownies. All mixes and frostings are developed in memory of Duncan Hines' inventive spirit to inspire a love of baking. In 2008, Duncan Hines brought baking to a whole new level with Moist Deluxe Decadent Carrot Cake. This fall, they launched a line of 100% Whole Grain Muffins including Triple Chocolate Chunk and Apple Cinnamon with Oatmeal Granola Topping. For more information and recipe ideas, visit www.duncanhines.com

About Evite

With over 22 million registered users, Evite (www.evite.com) is the leading online invitation and social event planning service on the Web. Evite helps hosts get their parties started with hundreds of stylish invitation designs that are free and easy to use. Evite facilitates nearly 7 million parties, get-togethers and gatherings every year, for which over 250 million, tree-free Evite invitations will be sent in 2009 – that's over 25,000 invitations every hour! In addition to invitations, Evite also offers a wealth of creative party ideas, planning checklists and other tools. Launched in 1998, Evite is headquartered in Los Angeles and is a wholly-owned, operating business of IAC (Nasdaq: IACI).

About Party City

Party City Corporation is America's largest discount party goods chain. Party City currently has more than 600 company-owned and franchise stores in the United States and Puerto Rico. To learn more about Party City, call 1-800-477-4841 or visit the company's website at www.partycity.com

Wii and the Wii logo are trademarks of Nintendo.

All trademarks and copyrights contained herein are the property of their respective holders.

Cautionary Note Regarding Forward-Looking Statements

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 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 investigation by a special committee of our board of directors of the Company's stock option grants and the claims and proceedings relating thereto (including stockholder and derivative litigation, actions by 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 therefrom. 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," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended April 30, 2009, and the Company's other periodic filings with the SEC, which 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.

2K Play

Markus Wilding, 415-507-7514

markus.wilding@2kgames.com

or

Cohn & Wolfe for 2K Play

Blayne Murphy, 212-798-9763

blayne.murphy@cohnwolfe.com

or

Take-Two Interactive Software, Inc.

Meg Maise, 646-536-2932

meg.maise@take2games.com