

2K Announces The Da Vinci Code(TM) Video Game Available Now; The Video Game Features Mysteries and Puzzles That Go beyond The Da Vinci Code Film or Book

May 19, 2006 7:45 AM ET

NEW YORK--(BUSINESS WIRE)--May 19, 2006--2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today The Da Vinci Code(TM) video game is now available at retail stores worldwide. Developed by The Collective, a division of Foundation 9 Entertainment, the video game is available for PC, Xbox(R) video game and entertainment system from Microsoft and the PlayStation(R)2 computer entertainment system.

The Da Vinci Code(TM) video game is based on the highly anticipated film from Columbia pictures, which is based on Dan Brown's critically acclaimed, best-selling novel. In the game, players seek to "unlock the code" as they struggle to unravel a 2,000 year old mystery.

"The Da Vinci Code(TM) video game expands upon the plot in the film and book, allowing gamers to experience new adventures and solve new puzzles," said Christoph Hartmann, President, 2K. "The game takes players beyond anything they have seen or read."

An adventure and puzzle game with action elements, the video game features new plot twists and clues. In a race against time, players must try to stay one step ahead of an ominous, covert society that will stop at nothing to protect a secret locked away for centuries. The video game combines stealth, adventure, combat and puzzle-solving elements to create the ultimate adventure.

Key Features:

- Expands upon The Da Vinci Code universe by giving the player new experiences and locations not visited in the film or the book.
- Guide Robert Langdon and Sophie Neveu on their quest to solve a bizarre murder-mystery and uncover the ultimate treasure protected by an ancient secret society.
- A unique blend of puzzle-solving, stealth, combat and exploration.
- Explore detailed environments and discover hidden clues in world famous locations such as The Louvre, Westminster Abbey, Saint-Sulpice and more.
- Players must solve a wide variety of challenging physical and intellectual puzzles that will ultimately lead them to the resting ground of the Holy Grail.
- Charles Cecil, designer of the critically acclaimed title Broken Sword aided in the game design.
- Featuring an incredibly moving and haunting sound track, from acclaimed composer Winifred Philips.

From director Ron Howard, producer Brian Grazer and screenwriter Akiva Goldsman, the Oscar(R)-winning team of A Beautiful Mind and producer John Calley (the Oscar(R)-nominated The Remains of the Day), comes the film version of Dan Brown's The Da Vinci Code, one of the most popular and talked about novels of our time, with a cast headed by two-time Academy Award(R) winner Tom Hanks, Audrey Tautou, Sir Ian McKellen, Alfred Molina, Jurgen Prochnow, Paul Bettany and Jean Reno.

Produced by Grazer and Calley, The Da Vinci Code involves a thrilling murder investigation that unearths a secret that could change the course of history.

Doubleday has completed its 104th printing of the Dan Brown novel which will bring the total number of hardcover copies in print in North America to an unprecedented 12 million. It is the record-setting adult fiction hardcover bestseller, with 161 weeks on The New York Times bestseller list, 55 of them at #1. In addition, 5 million paperback copies for North America were printed and released in the U.S. market March 28th. The novel currently has 57 million copies in print worldwide in all formats.

The Da Vinci Code(TM) is rated T for Teen and is now available at retail stores worldwide.

For more information, please visit
<http://www.thedavincicodegame.com>.

About Sony Pictures Consumer Products

Sony Pictures Consumer Products (SPCP), a Division of Columbia TriStar Consumer Marketing (CTCM), is based in Los Angeles and handles the merchandising and branding efforts for some of the most recognized properties in film and television.

Columbia TriStar Consumer Marketing is a division of Sony Pictures Entertainment (SPE). SPE is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

About The Collective

Part of Foundation 9 Entertainment (www.F9E.com), the largest independent game developer in North America, The Collective is a leading developer of console video games, and known for groundbreaking third-person action adventure games. The Collective is based in Newport Beach, CA and can be found on the web at: www.collectivestudios.com.

The Collective, along with Backbone Entertainment, Pipeworks, ImaginEngine, and Digital Eclipse make up Foundation 9 Entertainment. The company's studios have developed more than 300 titles, including more than 40 in 2005 alone. Foundation 9 Entertainment employs more than 350 employees, and has offices in Los Angeles, Newport Beach, Emeryville, Vancouver, Boston, Eugene, Charlottetown and Honolulu. For more information on Foundation 9 Entertainment, please visit: www.F9E.com.

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, PSP(TM) (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, 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.

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

"PlayStation" and the "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc.

Xbox, Xbox 360 and Xbox Live are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

Safe Harbor Statement under the Private Securities Litigation 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 Form 10-Q for the quarter ended January 31, 2006 in the section entitled "Cautionary Statement and Risk Factors".

CONTACT: 2K
Marcelyn Ditter, 646-723-4232
marcelyn.ditter@2kgames.com
or
2K
Jay Boor, 646-723-4253
jay.boor@2kgames.com
or
Take-Two Interactive Software, Inc.
Jim Ankner, 646-536-3006
james.ankner@take2games.com
or
Access PR
Cori Barrett, 415-844-6263
cbarrett@access.com

SOURCE: Take-Two Interactive Software