

## **Take-Two Interactive Software, Inc. Unveils New Publishing Label: Gotham Games**

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NEW YORK, Jul 22, 2002 (BUSINESS WIRE) --

### ***Company Launches New Global Branding Strategy Utilizing Three Unique Publishing Labels: Rockstar Games, Gathering of Developers and Gotham Games***

Take-Two Interactive Software, Inc. (NASDAQ:TTWO) announced today the formation of a new entertainment software publishing label, Gotham Games. Additionally, Take-Two is announcing that effective immediately it will publish products globally under three labels only: Rockstar Games, Gathering of Developers and Gotham Games.

Gotham Games is being launched to specifically focus on publishing outstanding content accessible to consumers of all ages at a variety of price points. All of the Company's value priced software products for the PlayStation(R) game console will be published under the Gotham brand, along with an exciting selection of upcoming front line titles to be published across multiple platforms.

Titles now in development which will be published under the Gotham Games label, include the highly anticipated military action shooter Conflict: Desert Storm, to be released this Fall across three platforms; the Microsoft Xbox(TM) version of Serious Sam, 2001 Gamespot "Game of the Year," scheduled for release this Winter; and the exciting Celebrity Deathmatch, based on the MTV smash hit show, also scheduled for a Winter release. In addition, Gotham will launch Austin Powers Pinball for the PlayStation(R) game console in the Fall, and plans a full slate of additional PlayStation(R) value priced software over the next year.

The Company has named Take-Two VP of Publishing and Business Development Jamie Leece to head Gotham Games, which will be based in the Company's headquarters in New York. Mr. Leece commented, "We look forward to further extending Take-Two's reputation for exceptional quality and innovative game development with the approximately 20 titles scheduled to be released on our Gotham Games label in the next year."

The Company's cornerstone Rockstar Games label will continue to focus on the creation of groundbreaking original content for console video game systems, and the expansion of its proprietary intellectual properties, such as Grand Theft Auto, Max Payne, Midnight Club, and Smuggler's Run. The Company's Gathering of Developers label will be used for the development of products for the PC platform.

Kelly Sumner, Chief Executive Officer, stated, "Take-Two's goal is for Gotham Games to become a sought-after label associated with products for the mass market, just as Rockstar Games has created a commanding position in the creation of revolutionary new intellectual property, and Gathering of Developers is a well-known premium label for the PC market. The creation of the Gotham Games label will provide Take-Two with a dedicated vehicle to target the mass market consumer, a segment which we expect to continue to expand rapidly due to the recent reduction in hardware pricing and resulting increase in household penetration rates. With more than 60 titles in development in our overall publishing business, Take-Two has a solid pipeline of diversified products for the balance of fiscal 2002 and continuing into 2003."

#### 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), PlayStation(R)2, Xbox (TM), Nintendo GameCube and Nintendo Game Boy Advance. The Company publishes and develops products through its wholly owned subsidiary labels: Rockstar Games, Gotham Games, and Gathering of Developers. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Vienna, Copenhagen, Milan, Sydney 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](http://www.take2games.com).

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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 words "expect," "anticipate," "believe," "may," "estimate," "intend" and similar expressions are intended to identify such forward-looking statements. Forward-looking statements involve risks, uncertainties and assumptions including, but not limited to: risks associated with our future growth and operating results; our ability to continue to successfully manage growth and integrate the operations of acquired businesses; the availability of adequate financing to fund periodic cash flow shortages; credit risks; seasonal factors; inventory obsolescence; technological change; competitive factors; product returns; failure of retailers to sell-through our products; the timing of the introduction and availability of the Company's new software products and third-party hardware platforms; market and industry factors adversely affecting the carrying value of our assets; unfavorable general economic conditions (including the current economic downturn); and acts of war and terrorism, any or all of which could have a material adverse effect on our business, operating results and financial condition. These important factors and other factors that could affect the Company are described in the Company's Annual Report on Form 10-K, as amended, for the fiscal year ended October 31, 2001 and on Form 10-Q for the quarter ended April 30, 2002. Actual operating results may vary significantly from such forward-looking statements. The Company has no obligation to update such forward-looking statements.

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