

Global Star Software Announces Dora the Explorer: Dora's World Adventure! Video Game Now Available at Major Retailers in North America

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Business Editors/Video Game Writers

NEW YORK--(BUSINESS WIRE)--Oct. 10, 2006--Global Star Software, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced that Dora the Explorer(TM): Dora's World Adventure! for Game Boy(R) Advance is available at major retailers in North America. The game creates a new interactive experience based on the Dora The Explorer World Adventure! October DVD release and hour-long primetime television special airing next month on Nickelodeon, the number-one-rated basic cable network. Fans of the award-winning preschool series can interact with Dora and her pal Swiper as they travel around the world to save International Friendship Day.

"We're excited to launch our newest Dora video game in conjunction with this major Nickelodeon media and product initiative," said Steve Lux, vice president of publishing for Global Star Software. "We're joining a world-class lineup of manufacturers, including Fisher Price, Random House Books and Nick Records, in bringing Dora's World Adventure! products to retail this holiday season."

In the game, players team up with Dora and Swiper to return the Friendship Bracelets that Swiper swiped in France, Tanzania, Russia and China! As they journey from Mt. Kilimanjaro to the Eiffel Tower to the Great Wall of China, they meet new friends from around the world along the way.

"We worked closely with our partners at Global Star to ensure Dora's World Adventure! for Game Boy Advance was the perfect interactive companion to our DVD and on-air movie," said Paul Jelinek, vice president, digital media products of Nickelodeon and MTVN Kids and Family Group. "From Dora's actual voice in the game to learning to say 'hello' in four languages, Dora's World Adventure! has something for Dora fans of all ages."

The Dora The Explorer World Adventure! DVD will be released on October 10, followed by the primetime television special, Dora's World Adventure on Sunday November 19 from 8:00 p.m. - 9:00 p.m. (ET/PT) on Nickelodeon. The video game promotion will be included in "Stuff Ads" created by Nickelodeon, radio and online ads, in-pack in Nick Jr. fall release DVD's, and in co-promotions with other manufacturers. The game will also be featured in the 2006 Toy Industry Association Toy Wishes Holiday Preview.

Dora the Explorer: Dora's World Adventure! has a suggested retail price of \$19.99. It was developed by Black Lantern Studios, Inc. and is rated E for everyone. For more information please visit www.globalstarsoftware.com.

About Take-Two Interactive Software, Inc.

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(R) game console, PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems, 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 software, hardware and accessories 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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About Nickelodeon & Viacom Consumer Products

Nickelodeon & Viacom Consumer Products manages the third largest licensing business in the world and represents such properties as SpongeBob SquarePants and Dora the Explorer. The department handles the merchandising for Nick Jr., Nickelodeon, Paramount Pictures, Comedy Central, MTVN International, and Spike TV.

Nickelodeon, in its 27th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 90 million households and has been the number-one-rated basic cable network for eleven consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom International Inc. (NYSE: VIA, VIA.B)

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