

2K Announces Prey Has Gone Gold; Highly Anticipated First-Person Shooter Coming to Xbox 360 and PC

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NEW YORK--(BUSINESS WIRE)--June 28, 2006--2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), and 3D Realms today announced the first-person shooter Prey has gone to gold master and will be available in North America on July 11th and in Europe on July 14th. Developed by Human Head Studios under the direct supervision of 3D Realms, Prey will be available for Xbox 360(TM) video game and entertainment system from Microsoft and PC in both a regular edition and a Limited Collector's Edition. The demo for the PC version of Prey is currently available for download, with an Xbox 360 demo available soon.

"Prey raises the bar for first-person shooters and is a must-have game for the summer," said Christoph Hartmann, President, 2K. "Its unique features, crisp graphics and in-depth storyline make it a truly revolutionary game."

Prey is a groundbreaking first-person shooter that turns the genre upside-down with new gameplay features and next generation graphics. Breaking the traditional first-person shooter format, Prey introduces innovative gameplay elements including wall-walking, portals, spirit-walking and gravity flipping, which allows for insane eight player deathmatches.

"We are proud to continue our tradition of releasing innovative and dynamic games for the PC and console game markets," said Timothy Gerritsen, CEO, Human Head Studios, Incorporated. "Prey is the culmination of nearly five years work to bring a truly innovative product to a first- person shooter market clamoring for something new."

"Prey's greatest message is that a commitment to quality, polish and unique gameplay is a sure-fire way to build a brand and one we strongly believe will have staying power for years to come," said Scott Miller, CEO, 3D Realms. "We believe Prey will be a major hit for gamers worldwide."

Prey for Xbox 360 and PC has been rated "M" for mature by the ESRB. For more information on the title visit the official website at www.prey.com.

About 3D Realms Entertainment

3D Realms Entertainment, formally known as Apogee Software, began the shareware games revolution in 1987 and later teamed with id Software on the making and release of Wolfenstein 3-D, the world's first 3D shooter. 3D Realms created Duke Nukem and co-created Max Payne, two of the industry's most successful original character-based brands.

About Human Head Studios Incorporated

Human Head Studios Incorporated is a privately owned, independent game development studio based in Madison, Wisconsin. Founded in 1997, Human Head Studios began with the development of the highly innovative and award winning Rune. Dedicated to innovative play and top quality visuals, Human Head Studios has developed games for the PC, PlayStation(R)2 computer entertainment system and Xbox(R) platforms.

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(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.

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