

Global Star Software Announces Deal or No Deal for PC Now Available at Retailers in North America

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Bring the Hit TV Show Home, Complete with Howie Mandel, Gorgeous

Models and the Infamous Banker

NEW YORK--(BUSINESS WIRE)--Nov. 7, 2006--Global Star Software, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), and Endemol USA announced today that the Deal or No Deal PC video game, based on the hit TV show, is now available at retailers throughout North America. Deal or No Deal for PC is hosted by Howie Mandel and has a suggested retail price of \$19.99.

"Fans of the show are going to be fans of the game," said Howie Mandel, who provided the voice over in the game. "The studio is an exciting place to be and this game expertly recreates the energy, the environment and the emotion of the whole Deal or No Deal experience."

In addition to replicating the TV show, Deal or No Deal for PC contains a customization mode that allows users to create their own family-friendly prizes in the briefcases instead of money. Examples include "Make My Bed" or "A Night at the Movies," adding an extra element of relevancy to gamers at home who can play for the most coveted prize of all - bragging rights.

A combined 48 million people tuned in for the Deal or No Deal program during the Season Premiere Week Event. The show remains a ratings triumph for NBC and is an anchor of the network's fall lineup.

The Deal or No Deal game will be highlighted on a special "Deal or No Deal Thanksgiving Extravaganza" episode to air on NBC this November 23, 2006. The famous Deal or No Deal models will hand out copies of the game during the broadcast and everyone in the audience will receive a complimentary copy.

Rated E for Everyone, Deal or No Deal is licensed in conjunction with the Joy Tashjian Licensing Group and the game was developed by Cat Daddy Games, a Take-Two development studio.

About Endemol USA

Endemol USA is a leading producer of television programming specializing in reality and non-scripted genres for network and cable television. The company produces the break-out hits Deal or No Deal, 1 vs. 100, Extreme Makeover: Home Edition, Fear Factor and Big Brother. Endemol USA also produces extensive content and editorial services to support online and wireless platforms.

Endemol USA is a division of Endemol Holding, a prominent international content developer, producer and distributor of television and online programming. The company, headquartered in the Netherlands, has subsidiaries and joint ventures in twenty-one countries, including the major European markets, the U.S., South Africa, Argentina, Brazil, Mexico and Australia. Endemol Entertainment is a fully owned subsidiary of telecommunications giant Telefonica S.A., one of the largest companies in Spain.

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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