

Grand Theft Auto IV: The Lost and Damned Now Available for Download Exclusively on Xbox LIVE(R)

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NEW YORK--(BUSINESS WIRE)--Feb. 17, 2009-- Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is pleased to announce that *Grand Theft Auto IV: The Lost and Damned* – the first Xbox 360® exclusive downloadable episode of *Grand Theft Auto IV* – is now available on the Xbox LIVE® Marketplace for 1600 MS points or \$19.99. Exclusive download cards for *The Lost and Damned* may also be purchased at select retailers and redeemed on Xbox LIVE by owners of *Grand Theft Auto IV*.

“We’re thrilled to finally share the first downloadable episode of *Grand Theft Auto IV*,” said Sam Houser, Founder of Rockstar Games. “This vast and entirely unique first episode is packed to the brim with action, pushing the definition of downloadable content to its very limit.”

The Lost and Damned introduces players to a new narrative and protagonist that sit seamlessly alongside the main story of *Grand Theft Auto IV*. Players will assume the role of Johnny Klebitz, Vice President of The Lost motorcycle club, as he deals with club President Billy Grey’s release from rehab and his unwavering commitment to escalating a bitter feud with rival gang, The Angels of Death. In addition to a new narrative, players will also find new weapons, music, multiplayer modes, mini-games, vehicles and a host of other features.

Grand Theft Auto IV: The Lost and Damned requires players to have the full version of *Grand Theft Auto IV* for the Xbox 360® video game and entertainment system from Microsoft and Xbox LIVE membership to download, and is rated M for Mature by the ESRB. For more information, log onto www.rockstargames.com/thelostanddamned.

About Take-Two Interactive Software

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®3 and PlayStation®2 computer entertainment systems, PSP® (PlayStation®Portable) system, Xbox 360® video game and entertainment system from Microsoft, Wii™ and Nintendo DS™. The Company publishes and develops products through its wholly owned labels Rockstar Games, 2K Games, 2K Sports and 2K Play; and distributes software, hardware and accessories in North America through its Jack of All Games subsidiary. 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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the timely release and significant market acceptance of our games, the realization of the anticipated benefits from our recent business reorganization, the ability to maintain acceptable pricing levels on our games, our reliance on a primary distribution service provider for a significant portion of our products, our ability to raise capital if needed, risks associated with international operations, the matters relating to the Special Committee's investigation of the Company's stock option grants and the claims and proceedings relating thereto (including stockholder and derivative litigation, actions by the SEC and/or other governmental agencies and negative tax or other implications for the Company resulting from any accounting adjustments or other factors) and risks associated with the Company's concluded process to evaluate its strategic alternatives including stockholder litigation arising there from. Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2008, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, and can be accessed at www.take2games.com. All forward-looking statements are qualified by these cautionary statements and apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

Source: Take-Two Interactive Software, Inc.

Rockstar Games

Darlan Monterisi, 212-334-6633

darlan.monterisi@rockstargames.com

or

Take-Two Interactive Software, Inc.

Meg Maise, 646-536-2932

meg.maise@take2games.com