

2K Play and Nickelodeon Announce Dora the Explorer Debut for Wii(TM)

August 5, 2008 12:01 PM ET

2K Play creates top Nick Jr. games with Dora the Explorer, Go, Diego, Go! and The Wonder Pets!

NEW YORK--(BUSINESS WIRE)--Aug. 5, 2008--2K Play, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ:TTWO), and Nickelodeon today announced a wide-ranging slate of video games based on popular Nick Jr. programs that will arrive in stores this fall. Dora the Explorer, Nickelodeon's flagship preschool brand, will debut on the Wii(TM) home video game system from Nintendo in Dora the Explorer: Dora Saves the Snow Princess; Diego returns in an all-new adventure, Go, Diego, Go!: Great Dinosaur Rescue; and The Wonder Pets! premieres exclusively on Nintendo DS(TM) in The Wonder Pets!: Save the Animals!

"The enduring popularity of Dora, which continues to be the number one program on commercial television for kids 2-5, combined with Wii hardware sales passing the 10 million unit mark in the United States, will make for an exciting holiday season," said Steve Lux, vice president of business development for 2K Play. "Diego remains 'the pre-school hero' for boys and The Wonder Pets! is hot on the heels of a successful consumer products launch and Daytime Emmy award win."

"We are delighted to introduce our top preschool properties, Dora, Diego and The Wonder Pets! on these popular gaming platforms for families," said Dave Williams, senior vice president and general manager, Nickelodeon Kids and Family Games Group. "By combining Nickelodeon's kid expertise with 2K Play's creativity, we have created games that allow preschoolers to develop their playing skills and turn up the fun."

In Dora the Explorer: Dora Saves the Snow Princess, players join Dora, Boots and Pirate Piggy on an adventure to save the Magic Snowy Forest from the spell of a witch. Over 12 unique motions are used with the Wii Remote(TM) to build snowmen, paddle a canoe, steer a dogsled and ride a Pegasus. Dora the Explorer: Dora Saves the Snow Princess will be available for Wii, DS and PlayStation(R)2 computer entertainment system.

Go, Diego, Go!: Great Dinosaur Rescue enables gamers to travel through time with Diego, Alicia and Baby Jaguar to reunite their friend Maia the Maiasaura with her dinosaur family. Players utilize more than 12 different Wii Remote motions to stomp like a dinosaur, climb across monkey bars, fly on a Pteradon and bounce over obstacles on a pogo stick. Go, Diego, Go!: Great Dinosaur Rescue will be available for Wii, DS and PlayStation 2 system.

In The Wonder Pets!: Save the Animals!, players team up with the popular classroom pets Linny the Guinea Pig, Ming-Ming Duckling and Turtle Tuck to help a Bengal Tiger, Panda Bear and Chimpanzee in need. With the DS stylus and microphone, players tap, drag, blow, speak and circle their way through activities like pulling a thorn from the tiger's paw, building a ladder to rescue a baby panda and towing the chimpanzee's space capsule to safety. The Wonder Pets!: Save the Animals! will make its interactive debut on DS.

Each game features the voice actors from the popular Nick Jr. TV shows. The games were tested by kids and moms for age-appropriateness, fun-factor and quality, and the packaging features a "Kid-Tested" seal. For the console games, parents and siblings can collaborate with younger gamers by using the special Helper feature and a second controller.

The Wii and PlayStation 2 system titles are being developed by High Voltage and the DS titles by Black Lantern Software. For more information, please visit www.2kgames.com/2kplay.

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(R)3 and PlayStation(R)2 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox 360(R) and Xbox(R) video game and entertainment systems from Microsoft, Wii(TM), 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 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. All trademarks and copyrights contained herein are the property of their respective holders.

About Nickelodeon

Nickelodeon, now in its 29th 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 96 million households and has been the number-one-rated basic cable network for 14 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

Wii and Nintendo DS are trademarks of Nintendo.

"PlayStation" and the "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc.

All trademarks and copyrights contained herein are the property of their respective holders.

Important Legal Information

In connection with the tender offer commenced by Electronic Arts Inc., the Company has filed with the Securities Exchange Commission a Solicitation/Recommendation Statement on Schedule 14D-9. The Company's stockholders should read carefully the Solicitation/Recommendation Statement on Schedule 14D-9 (including any amendments or supplements thereto) prior to making any decisions with respect to Electronic Arts' tender offer because it contains important information. Free copies of the Solicitation/Recommendation Statement on Schedule 14D-9 and the related amendments or supplements thereto that the Company has filed with the SEC are available at the SEC's website at www.sec.gov. This communication does not constitute an offer to sell or invitation to purchase any securities or the solicitation of an offer to buy any securities, pursuant to Electronic Arts' tender offer or otherwise.

This press release may contain forward-looking statements made in reliance upon the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The statements contained herein which are not historical 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 Company has no obligation to update such forward-looking statements. Actual results may vary significantly from these forward-looking statements based on a variety of factors. These risks and uncertainties include the matters relating to the Special Committee's investigation of the Company's stock option grants and the restatement of our consolidated financial statements. The investigation and conclusions of the Special Committee may result in claims and proceedings relating to such matters, including previously disclosed shareholder and derivative litigation and actions by the Securities and Exchange Commission and/or other governmental agencies and negative tax or other implications for the Company resulting from any accounting adjustments or other factors. Further risks and uncertainties associated with Electronic Arts' tender offer to acquire the Company's outstanding shares are as follows: the risk that key employees may pursue other employment opportunities due to concerns as to their employment security with the Company; the risk that the acquisition proposal will make it more difficult for the Company to execute its strategic plan and pursue other strategic opportunities; the risk that the future trading price of our common stock is likely to be volatile and could be subject to wide price fluctuations; and the risk that stockholder litigation in connection with Electronic Arts' tender offer, or otherwise, may result in significant costs of defense, indemnification and liability. Other important factors are described in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2007, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended April 30, 2008, in the section entitled "Risk Factors." All forward-

looking statements are qualified by these cautionary statements and are made only as of the date they are made.

CONTACT: 2K Play
April Jones, 415-507-7712
april.jones@2kgames.com
or
Take-Two Interactive Software, Inc.
Meg Maise, 646-536-2932
meg.maise@take2games.com
or
Access Communications for 2K Play
Jennifer Campbell, 415-844-6255
jcampbell@accesspr.com
or
Nickelodeon
Joanna Roses/David Bittler
212-846-7326/212-846-5263
joanna.roses@nick.com
david.bittler@nick.com

SOURCE: Take-Two Interactive Software, Inc.