Duke Never Comes Early - 2K Games Announces Shortest Delay in the History of Duke Nukem Forever(R)

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After 15 years (and six short weeks) the King is almost back!

NEW YORK, Mar 24, 2011 (BUSINESS WIRE) -- 2K Games and Gearbox Software announced today that Duke Nukem's gloriouscomeback in ***Duke Nukem Forever***(R) will now explode at retail on June 10, 2011 internationally and June 14, 2011 in North America on the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system and Windows PC. With gamers jumping out of their seats and waiting in line for hours to play the game at PAX East, it appears that the fans have spoken - ***Duke Nukem Forever***is worth the wait.

"In case you haven't heard, Duke never comes early," said Christoph Hartmann, president of 2K. "We're committed to deliver a laugh-out-loud, politically incorrect experience that people will talk about for years to come. We thank Duke's fans for their continued patience - I promise this won't take another 15 years."

The incredibly unapologetic ***Duke Nukem Forever*** is the video game realization of the ultimate Hollywood summer blockbuster on steroids. Starring the iconic and legendary titular character, ***Duke Nukem Forever*** promises to reinvent the key ingredients necessary to create a summer smash hit that's boiling over-the-top with irreverent humor, catchy one-liners that will make your mama blush, and frantic, bone-shaking action sequences that will simultaneously rock your world and neighbors' walls. A statement from Randy Pitchford, president of Gearbox Software, is available to view at the following location - www.youtube.com/watch?v=Za0ho-vvkXU.

"I'm very sorry for the added delay. We've all been working extremely hard and are very eager to deliver the game to you," added Pitchford. "I've been thinking of these lyrics from the great country song, 'He's The Duke' - 'He told us if we waited we could Come Get Some, but I never knew Forever was going to be so long.' If you're like me, June cannot come quickly enough."

In the interim,***Duke Nukem Forever*** fans can pay their respects to the King by visiting the official ***Duke Nukem Forever*** website - www.dukenukemforever.com. It's loud, lewd and definitely Duke approved. The site provides fans with stimulating content that will ease their eagerness, including Duke's Boobtube channel and The Duke Cave, featuring babe and alien surveillance. Fans can also "come get some" by pre-ordering the game, along with the Balls of Steel edition, while supplies last.

Duke Nukem Forever will be available internationally on June 10, 2011 and in North America on June 14, 2011. For more information on ***Duke Nukem Forever***, including where to pre-order a copy, please visit www.dukenukemforever.com. ***Duke Nukem Forever*** is rated M for Mature by the ESRB.

2K Games is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO).

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer 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) video game and entertainment system from Microsoft, Wii^{TM}, Nintendo DS^{TM}, iPhone(R), iPod(R) touch and iPad(TM). The Company publishes and develops products through its wholly owned labels Rockstar Games and 2K, which publishes its titles under 2K Games, 2K Sports and 2K Play. The Company'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.

About Gearbox Software

Gearbox Software is respected industry wide for the award winning, best-selling original and licensed video games they have developed for major video game platforms.

Founded in 1999 and located near Dallas, TX, Gearbox Software is well known for the creation and development of their original blockbuster franchise, Brothers in Arms, which has sold over 7 million units, and the new multi-million selling franchise,

Borderlands. Additionally, Gearbox Software has developed numerous top selling add-on packs for Borderlands and developed games and added value to many of the industry's top franchises including Halo, Half-Life, Tony Hawk, James Bond and others. Gearbox Software's success has been enabled and supported through several key mutually beneficial business relationships with strong publishing partners including Activision, Electronic Arts, Ubisoft Entertainment, Microsoft Games Studios, Sega of America and Take-Two/2K Games.

Currently Gearbox Software is in development with Aliens: Colonial Marines, published by Sega, and other unannounced AAA games for multiple platforms including the Microsoft Xbox 360, PlayStation(R)3 system, Nintendo Wii, Windows PC, Mac, Nintendo DS, PSP and more.

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The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for the Company's future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including: our dependence on key management and product development personnel, our dependence on our Grand Theft Auto products and our ability to develop other hit titles for current generation platforms, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, our ability to raise capital if needed and risks associated with international operations. Other important factors and information are contained in the Company's Transition Report on Form 10-KT for the five month transition period ended March 31, 2010, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, which 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.

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