

2K Play and Nickelodeon's Holiday Video Game Lineup Features Favorite Characters, Hit New Shows and Special Surprises

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*Fans can dance with their favorite Nickelodeon friends in **Nickelodeon Dance 2**; enjoy a swim-sational journey with the **Bubble Guppies**; and join **Team Umizoomi & Dora's Fantastic Flight***

NEW YORK--(BUSINESS WIRE)--Nov. 12, 2012-- 2K Play and Nickelodeon announced today that their 2012 holiday video game lineup is now available at retail in North America. **Nickelodeon Dance 2** for the Wii™ system and Kinect™ for Xbox 360® builds upon the success of the original sensation by featuring twice as many Nickelodeon friends and new music from the top preschool shows, including *Bubble Guppies*, *Team Umizoomi*, *Dora the Explorer* and *The Fresh Beat Band*.

Additionally, the **Bubble Guppies** make a splash in an underwater world of laughter and learning in their hand-held video game debut on Nintendo DS™. Rounding out the lineup is a surprise storyline exclusive to the Nintendo DS – **Team Umizoomi & Dora's Fantastic Flight** – which brings these beloved characters together for the first time in a high-flying adventure.



“We were gratified to discover that children, older siblings, parents, grandparents and school teachers all embraced the ‘get-up-and-move’ fun of **Nickelodeon Dance**. With **Nickelodeon Dance 2**, we expand that magic with new characters, songs and twists,” said Steve Lux, Vice President of Business Development for 2K Play. “On the portable front, games based on preschoolers’ favorite new Nickelodeon properties, including *Bubble Guppies* and *Team Umizoomi*, provide the perfect opportunity to play learning games on the go.”

2K Play's lineup of new Nickelodeon titles are now available for the holidays
(Photo: Business Wire)

“Nickelodeon is so excited to release another round of award-winning, breakthrough

preschool games with 2K Play,” said Sherice Torres, Senior Vice President of Home Entertainment, DTO and Videogame Licensing, Nickelodeon Consumer Products. “There’s no better way to celebrate the holidays than with Nickelodeon video games.”

In **Nickelodeon Dance 2** the dance party’s back and bigger than ever. Gamers of all ages can dance, sing and workout with their newest Nickelodeon friends to all-new tracks like The Fresh Beat Band’s “Just Like a Rockstar.” Moreover, the new ‘freeze dance’ mode will keep kids on their toes with a twist on the classic game ‘musical statues’. **Nickelodeon Dance 2** was named “Best Kids Game” by *Family Friendly Gaming* at E3, and was recently featured in The Active Gaming Showcase – the joint initiative between the President’s Council on Fitness, Sports & Nutrition and the Entertainment Software Association – to promote active play through video games.

Bubble Guppies for Nintendo DS is based on Nickelodeon’s top-rated CG-animated preschool series. It’s the first portable video game to star the fish-tailed classmates Molly, Gil, Deema, Nonny, Oona and Goby, and takes players on a journey from the farm to the city.

In **Team Umizoomi & Dora’s Fantastic Flight** for Nintendo DS, *Dora the Explorer* joins the mighty math heroes of *Team Umizoomi* in their first adventure together. Gamers will practice math and problem-solving skills as they assist Millie, Geo, Bot, Dora and Boots in building and flying a colorful air ship.

Nickelodeon Dance 2 for Wii and Kinect for Xbox 360 are rated E for Everyone by the ESRB. **Bubble Guppies** and **Team Umizoomi & Dora’s Fantastic Flight** for Nintendo DS are rated EC for Early Childhood. The console titles were developed by High Voltage Software, Inc. and Nintendo DS titles by Black Lantern Studios, Inc.

For more information, please visit <http://www.facebook.com/2KPlay> or follow 2K Play on Twitter (twitter.com/2KPlay).

2K Play 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 leading developer, marketer and publisher of interactive entertainment for consumers around the globe. The Company develops and publishes products through its two wholly-owned labels Rockstar Games and 2K, which publishes its titles under the 2K Games, 2K Sports and 2K Play brands. Our products are designed for console systems, handheld gaming systems and personal computers, including smartphones and tablets, and are delivered through physical retail, digital download, online platforms and cloud streaming services. 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 <http://www.take2games.com>.

About 2K

Founded in 2005, 2K develops and publishes interactive entertainment for console systems, handheld gaming systems and personal computers, including smartphones and tablets through its three divisions: 2K Games, 2K Sports, and 2K Play that are delivered through physical retail, digital download, online platforms and cloud streaming services. 2K publishes titles in today's most popular gaming genres, including first-person shooters, action, role-playing, real-time strategy, sports, casual, and family entertainment. The 2K label has some of the most talented development studios in the world today, including Firaxis Games, Visual Concepts, Irrational Games, 2K Marin, 2K Australia, 2K Czech, Cat Daddy Games, and 2K China. In just a few short years, 2K launched the 2007 Game of the Year - *BioShock®*; published the critically acclaimed *Borderlands™*; continued the award-winning *Sid Meier's Civilization®* series; delivered the #1 rated and #1 selling basketball franchise with *NBA® 2K***; and broke new ground in the family entertainment market with its multi-million unit selling hit *Carnival Games*. 2K is headquartered in Novato, California and is a wholly owned label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO). For more information, please visit www.2K.com.

***According to 2008 - 2012 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through October 2012.*

About Nickelodeon

Nickelodeon, now in its 33rd 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 and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 17 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIA.B).

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20121112005700/en/>

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