

Rockstar Games Announces Bully Available Now for PlayStation(R)2

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NEW YORK--(BUSINESS WIRE)--Oct. 17, 2006--Rockstar Games, the world-renowned publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is pleased to announce that Bully for the PlayStation(R)2 computer entertainment system is now available in North American retail stores for an MSRP of \$39.99.

Developed by Rockstar Vancouver, Bully takes place in the fictional New England boarding school of Bullworth Academy, and tells the story of 15 year old Jimmy Hopkins as he experiences the highs and lows of adjusting to a new school.

"(Bully) is positioned to be one of the big hits of the Holiday season," says The New York Times, and IGN.com has called Bully "...a great, well-crafted action game that has one of the best senses of humor around and dozens and dozens of hours of fun," and said "(Bully) has the potential to be one of the year's elite PS2 titles thanks to its wholly unique concept."

Bully is rated "T" for Teen. Bully will be released under the name Canis Canem Edit in Europe on October 27th, 2006 with a price of EUR 59.99, and GBP 39.99 in the U.K.

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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of internal control over financial reporting and disclosure controls and procedures, and the Company's ability to meet the requirements of the NASDAQ Stock Market for continued listing of the Company's shares; and may result in claims and proceedings relating to such matters, including shareholder litigation and 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. Other important factors are described in the Company's Form 10-Q for the quarter ended April 30, 2006 in the section entitled "Risk Factors".

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