

2K Play and Nickelodeon Announce the Ultimate Preschool Play Date: Dora the Explorer, Go, Diego, Go! and Wonder Pets! Video Games in Stores Now

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Launch marks Dora the Explorer's debut on Wii(TM)

NEW YORK--(BUSINESS WIRE)--Oct. 28, 2008--2K Play, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), and Nickelodeon, the number one entertainment brand for kids, today announced the debut of the popular Dora the Explorer character on the Wii(TM) home video game system from Nintendo. Dora the Explorer: Dora Saves the Snow Princess is now available at retailers in North America for Wii(TM), PlayStation(R)2 computer entertainment system and Nintendo DS(TM). Launching alongside Dora will be Go, Diego, Go!: Great Dinosaur Rescue for Wii, PlayStation(R)2 system and Nintendo DS, and the DS premiere of The Wonder Pets!: Save the Animals!

"We've worked hand-in-hand with Nickelodeon to create gaming experiences designed exclusively for today's preschoolers and their families," said Steve Lux, vice president of business development for 2K Play. "From the magical movements of the Wii Remote(TM) in Dora's first game for Wii to the touch and play activities that bring The Wonder Pets to life on their DS debut, we're heading into the holiday season with our most innovative and engaging lineup of Nick Jr. games to date."

"Dora, Diego and The Wonder Pets are among our most beloved preschool brands," said Dave Williams, senior vice president and general manager, Nickelodeon Kids and Family Games Group. "The combination of Nickelodeon's indelible characters with 2K Play's pioneering games is a great way for preschoolers and their parents to enjoy a Nickelodeon interactive experience."

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 an evil witch. Over 12 unique motions are used with the Wii Remote to build snowmen, skate on an icy pond, steer a dogsled, ride a snowboard and fly on Pegasus.

Go, Diego, Go!: Great Dinosaur Rescue takes gamers back in time with Diego and Baby Jaguar to help Maia the Maiasaura find her lost family in this prehistoric quest. Players utilize more than 12 different Wii Remote motions to stomp and roar like a dinosaur, climb across monkey bars, bounce along the jungle on a pogo stick and fly atop a Pteradon.

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

Each game features the voice actors from the popular Nick Jr. television shows. The games were tested by kids and parents 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.

A national television, print and online campaign on media outlets including Nickelodeon, Cookie Magazine and Nickjr.com will support the games' launch. In addition, promotions with partners including Fisher Price, Paramount, Scholastic and Simon & Schuster provide cross-marketing opportunities with a broad range of Nickelodeon products and licensees.

The Wii titles were developed by High Voltage Software, Inc. and the DS titles by Black Lantern Studios, Inc. Dora the Explorer: Dora Saves the Snow Princess and Go, Diego, Go!: Great Dinosaur Rescue are both available for Wii PlayStation(R)2 computer entertainment system and DS and are rated E for Everyone. The Wonder Pets!: Save the Animals! is available for DS and rated EC for Early Childhood. The games have suggested retail prices ranging from \$19.99 to \$39.99.

For more information, log onto 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.

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).

About Black Lantern Studios, Inc.

Black Lantern Studios, Inc. is an independent interactive entertainment software developer for consoles and the PC. Founded in 2003 and headquartered in Springfield, Missouri, Black Lantern Studios is committed to providing the highest quality, richest, and most satisfying gaming experience to its customers, and delivering value to its publishers and partners. For more information about Black Lantern Studios, please visit [HYPERLINK www.blacklanternstudios.com](http://www.blacklanternstudios.com).

About High Voltage Software, Inc.

High Voltage Software, Inc. is an award-winning studio that has been developing games and simulations for over 15 years. Located in Hoffman Estates, Illinois, it now employs over 140 staff members. The independent company has successfully produced a wide variety of license-based video game titles that include competitive racing, professional sports, horror, motion picture adaptations, and military simulations, and is now making its foray into original and innovative intellectual properties. More information about High Voltage Software and its products can be found at [HYPERLINK www.high-voltage.com](http://www.high-voltage.com).

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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 current beliefs of our management as well as assumptions made by and information currently available to them. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise. 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 stockholder 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. In addition, further risks and uncertainties associated with the Company's recently concluded process to evaluate its strategic alternatives include 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 the Company's process to evaluate its strategic alternatives (including stockholder litigation relating to Electronic Arts Inc.'s tender offer to acquire the Company's outstanding shares that expired on August 18, 2008) 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 July 31, 2008, in the section entitled "Risk Factors," 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. 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.

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