

Take-Two Interactive Software to Present at the Banc of America Securities Consumer Conference

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NEW YORK--(BUSINESS WIRE)--March 14, 2005--Take-Two Interactive Software, Inc. (NASDAQ:TTWO) today announced that Paul Eibeler, President and Chief Executive Officer, and Cindi Buckwalter, Executive Vice President, will be presenting at the Banc of America Securities Consumer Conference in New York City on Tuesday, March 15, 2005 at 11:30 a.m. Eastern Time. A live webcast of the presentation will be available on the Investor Relations section of the Take-Two website at <http://ir.take2games.com/>.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is an integrated global developer, marketer, distributor and publisher of interactive entertainment software games and accessories for the PC, PlayStation(R) game console, PlayStation (R)2 computer entertainment system, PSP(TM) handheld entertainment system, Xbox(R), Nintendo GameCube(TM) and Game Boy(R) Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, 2K Games and Global Star Software; and distributes products 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, London, Paris, Munich, Madrid, Vienna, Milan, Sydney, Breda (Netherlands) and Auckland. 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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Safe Harbor Statement under the Private Securities Reform Act of 1995: This press release contains 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 important factors are described in the Company's Form 10-Q for the quarter ended January 31, 2005 in the section entitled "Cautionary Statement and Risk Factors".

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SOURCE: Take-Two Interactive Software