

Step Right Up! 2K Play Announces Carnival Games(TM) for Nintendo DS(TM) Now Available

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The 1.5 million unit-selling franchise comes to the world's

bestselling portable system

NEW YORK--(BUSINESS WIRE)--July 9, 2008--2K Play, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced Carnival Games(TM) for Nintendo DS(TM) is now available at retailers throughout North America. Carnival Games for DS builds on the fun of the original by taking full advantage of the DS control mechanism. The title was inspired by Carnival Games, created originally for the Wii(TM) home video game system from Nintendo that has shipped over 1.5 million units worldwide, and was developed by Cat Daddy Games, 2K Play's wholly-owned studio that created the franchise.

"Carnival Games is a brand that has come to stand for family fun," said Steve Lux, vice president of business development for 2K Play. "By bringing the game to the world's bestselling portable system just in time for the summer vacation and travel season, we look forward to expanding the ever-growing Carnival Games fan base."

Each of the games was designed from the ground up for the system to ensure that Carnival Games maximizes the unique game play modes available on the DS. Gamers employ a frenzied combination of tapping, blowing, speaking and stylus-maneuvering to bring the expansive midway to life. Favorites including Alley Ball, Test Your Strength, Balloon Darts, Frog Leap and Nerves of Steel are complemented with all-new games including Bumper Boats, Clown Bonk, Wild West Showdown, Loud Mouth and RC Raceway.

Players can also explore the Carnival Games midway for the first time to discover hidden games and surprises. The game features a comprehensive customization mode where players can select gender, skin tone, and hair color. Players can win over 65 virtual prizes including an endless supply of Wacky Wearables, such as a pirate's hat, frog feet, monkey mask and dragon wings.

The title was selected by Nintendo of America to be included in both its in-store kiosk and downloadable demo programs. The launch is supported by national advertising including TV commercials on Nickelodeon and Cartoon Network, print advertisements and a rich media online campaign.

Carnival Games for DS is now available for \$29.99 and is rated E for Everyone.

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.

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Important Legal Information

In connection with the tender offer commenced by Electronic Arts Inc., the Company has filed with the Securities Exchange Commission a Solicitation/Recommendation Statement on Schedule 14D-9. The Company's stockholders should read carefully the Solicitation/Recommendation Statement on Schedule 14D-9 (including any amendments or supplements thereto) prior to making any decisions with respect to Electronic Arts' tender offer because it contains important information. Free copies of the Solicitation/Recommendation Statement on Schedule 14D-9 and the related amendments or supplements thereto that the Company has filed with the SEC are available at the SEC's website at www.sec.gov. 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, pursuant to Electronic Arts' tender offer or otherwise.

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 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 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 shareholder 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. Further risks and uncertainties associated with Electronic Arts' tender offer to acquire the Company's outstanding shares are as follows: the risk that key employees may pursue other employment opportunities due to concerns as to their employment security with the Company; the risk that the acquisition proposal will make it more difficult for the Company to execute its strategic plan and pursue other strategic opportunities; 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 Electronic Arts' tender offer, 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 April 30, 2008, in the section entitled "Risk Factors." All forward-looking statements are qualified by these cautionary statements and are made only as of the date they are made.

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