

## **Take-Two Interactive Software, Inc. Ships Conflict: Desert Storm for PlayStation2, Microsoft Xbox and the PC**

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NEW YORK, Oct 1, 2002 (BUSINESS WIRE) --

### ***- New Gotham Games Brand Debuts with Title Based on The Gulf War -***

- Gamers to Take Down Saddam Hussein's Regime Once and For All -

Take-Two Interactive Software, Inc. (NASDAQ: TTWO) announced today that its Gotham Games subsidiary has shipped Conflict: Desert Storm for the PlayStation(R)2, the Microsoft Xbox(TM) and the PC.

Licensed from SCi (SEG.L) and developed by UK based Pivotal Games, Conflict: Desert Storm is now available at stores in North America. This is the first product release from Gotham Games, a publishing label established by Take-Two earlier this year.

Conflict: Desert Storm lets players lead one of the best known and most feared special operations forces in the world: the U.S. Delta Force or the elite British SAS. The missions are as unpredictable as they are dangerous: from vital scud-hunting missions deep within enemy territory to highly secretive rescue and assassination operations in Baghdad. As the first line of defense, the player's objective is clear: Protect Freedom.

"Conflict: Desert Storm is the most action-packed and realistic military action shooter available this year," said Jamie Leece, president, Gotham Games. "The game's unprecedented AI governs both enemy and squad behavior and ballistics to accurately simulate the rigors of combat. Once you've successfully played this game, you're ready to enlist!"

To present the most realistic depiction of the intense ground war in Iraq, the developers recruited as technical consultant, Cameron Spence, a former high-ranking SAS officer who served in Operation Desert Storm.

Conflict: Desert Storm was released in the UK on September 13th and has created a storm of its own by taking the number one spot across all platforms, according to the recent ELSPA reports compiled by Chart-Track.

"Our Gotham Games label was launched to focus exclusively on publishing outstanding content that is accessible to a wide range of consumers," said Kelly Sumner, Chief Executive Officer of Take-Two Interactive Software. "With its broad appeal, exciting gameplay and relevance to world events, Conflict: Desert Storm is an ideal title for the debut of our Gotham Games label."

Additional information about Conflict: Desert Storm is available at [www.gothamgames.com/conflict](http://www.gothamgames.com/conflict).

#### 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), PlayStation(R)2, Xbox (TM), Nintendo GameCube(TM) and Nintendo Game Boy Advance. The Company publishes and develops products through its wholly owned subsidiary labels: Rockstar Games, Gotham Games, Gathering of Developers, Joytech and Global Star. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Vienna, Copenhagen, Milan, Sydney, Amsterdam 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](http://www.take2games.com).

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businesses; the availability of adequate financing to fund periodic cash flow shortages; credit risks; seasonal factors; inventory obsolescence; technological change; competitive factors; product returns; failure of retailers to sell-through our products; the timing of the introduction and availability of the Company's new software products and third-party hardware platforms; market and industry factors adversely affecting the carrying value of our assets; unfavorable general economic conditions (including the current economic downturn); and acts of war and terrorism, any or all of which could have a material adverse effect on our business, operating results and financial condition. These important factors and other factors that could affect the Company are described in the Company's Annual Report on Form 10-K, as amended, for the fiscal year ended October 31, 2001 and on Form 10-Q for the quarter ended July 31, 2002. Actual operating results may vary significantly from such forward-looking statements. The Company has no obligation to update such forward-looking statements.

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