

Take-Two Interactive Software, Inc. Announces Acquisition of Civilization Franchise and Long-Term Partnership with FIRAXIS Games; Sid Meier's Civilization Makes its Triumphant Return to PC in 2005!

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NEW YORK--(BUSINESS WIRE)--Jan. 26, 2005--Take-Two Interactive Software, Inc. (NASDAQ:TTWO), today announced that it has purchased certain rights to the multi-million unit selling Civilization franchise, and has signed a long-term, multi-title publishing agreement with FIRAXIS Games(R), developers of Sid Meier's Alpha Centauri, SimGolf, Gettysburg, Civilization III, Pirates! and other critically acclaimed simulation and strategy games. Kicking off this new partnership will be the highly anticipated Sid Meier's Civilization IV for PC, which will be published by Take-Two's publishing label 2K Games in late 2005, with future expansions and additional PC and console games to follow.

"The Civilization name brings with it an expectation of quality from millions of fans around the world," said Susan Lewis, Vice President of Publishing for 2K Games. "It is a pleasure to be working with a company like FIRAXIS that has developers who have proven with every successive title that they are masters of this genre."

"We are extremely pleased to be partnering with 2K Games on a new journey into the evolving world of Civilization," said Jeff Briggs, Founder, President and CEO of FIRAXIS Games. "2K Games' emergence as a publisher dedicated to producing high-quality, genre-defining games ensures that Civilization IV and FIRAXIS titles will continue to push the creative envelope and reach bigger audiences than ever before."

"In Civilization, we've created a world with endless possibilities that has been embraced by game players all over the globe," said Sid Meier, Director of Creative Development at FIRAXIS Games. "With the upcoming addition of Civilization IV, our core fans and newcomers alike will enter a world of unparalleled scope and detail."

The fourth game in the PC strategy series that has sold over five million copies, Sid Meier's Civilization IV is a bold step forward for the franchise, with spectacular new 3D graphics and all-new single and multiplayer content. Civilization IV will also set a new standard for user-modification, allowing gamers to create their own add-ons using the standard Python and XML scripting languages.

Sid Meier's Civilization IV will be released for PC in late 2005. For more information please visit www.firaxis.com or write kgilmore@firaxis.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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About FIRAXIS Games

Home of legendary designer Sid Meier, FIRAXIS Games was founded in 1996 by veteran gaming executive Jeff Briggs. One of the world's premier independent game development studios, FIRAXIS has created some of the most successful and award-

winning computer games on the market. The company's most recent hit titles include: Sid Meier's Pirates! (published by Atari), Sid Meier's SimGolf (published by Electronic Arts); and the blockbuster hit series Sid Meier's Civilization III (published by Atari). FIRAXIS has a rich legacy of great games including: Sid Meier's Gettysburg! and Sid Meier's Alpha Centauri! FIRAXIS will release the eagerly anticipated Sid Meier's Pirates! for Xbox in Spring 2005. FIRAXIS is located in Hunt Valley, Maryland.

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For info on FIRAXIS Games visit www.firaxis.com.

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