

## 2K Play's Nickelodeon Dance Moves and Grooves into the Spotlight with New Video Games Now Available

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***Get up and dance with Dora and her friends; practice mighty math skills with Team Umizoomi; and care for animals in Dora & Kai-lan's Pet Shelter***

NEW YORK, Nov 09, 2011 (BUSINESS WIRE) -- 2K Play and Nickelodeon today announced the release of ***Nickelodeon Dance*** for the Wii(TM) System and Kinect(TM) for Xbox 360(R). It's the first children's dance game to feature characters and music from the popular preschool series *Dora the Explorer*, *Go, Diego, Go!*, *The Backyardigans* and *The Fresh Beat Band*. In addition, ***Team Umizoomi*** is making its video game debut on the Nintendo DS(TM) hand-held system by combining action and adventure with an interactive math curriculum. Complementing the new line of games, is ***Dora & Kai-lan's Pet Shelter*** for Nintendo DS, which promotes pet care and adoption.

"***Nickelodeon Dance*** is guaranteed to have everyone in the family on their feet dancing and singing along with their favorite Nickelodeon characters," said Steve Lux, vice president of business development for 2K Play. "On Nintendo DS, we're thrilled to debut Team Umizoomi for the first time as a video game where kids can practice their math skills, and the new Dora & Kai-lan game which promotes caregiving and cooperation."

"The new games from 2K Play bring to life the Nickelodeon shows that preschoolers love," said Sherice Torres, SVP, Nickelodeon DVD, DTO, and Video Games. "Kids and families can join their favorite characters in new interactive adventures that encourage active play and promote social and cognitive development."

***Nickelodeon Dance*** for Wii and Kinect for Xbox 360 sets the stage for gamers big and small to twist, shimmy and shake to 30 catchy tunes performed by Nickelodeon characters, including "Dancing in the Street," "We Got the Beat," "We Did It!," "Al Rescate" and "Here We Go," among others. The game features dance routines developed in collaboration with an Emmy(R)-recognized children's dance choreographer, and special exercise-focused routines with MVPA (Moderate-To-Vigorous Physical Activity).

***Team Umizoomi*** for Nintendo DS is the first video game featuring the team of miniature superheroes from Nickelodeon's top-rated preschool series of the same name. Gamers will team-up with Millie, Geo and Bot on a mighty math adventure around UmiCity, using Pattern Power, Super Shapes and even Bot's Super Robot Computer to save the day.

In ***Dora & Kai-lan's Pet Shelter*** for Nintendo DS, the two characters team-up to care for puppies, kittens, bunnies and birds and find them homes. Kids will perform vet check-ups, bandage boo boos and practice basic pet-care skills to ready the animals for adoption.

***Nickelodeon Dance*** for Wii and Kinect for Xbox 360 and ***Dora and Kai-lan's Pet Shelter*** for Nintendo DS are rated E for Everyone by the ESRB. ***Team Umizoomi*** is rated Ec for Early Childhood. The console titles were developed by High Voltage Software, Inc. and Nintendo DS titles by Black Lantern Studios, Inc.

For more information, please visit <http://www.2kgames.com/2kplay> or follow 2K Play on Twitter ([twitter.com/2KPlay](https://twitter.com/2KPlay)).

2K Play is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO).

### About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, marketer and publisher of interactive entertainment for consumers around the globe. The Company develops and publishes products through its two wholly-owned labels Rockstar Games and 2K, which publishes its titles under the 2K Games, 2K Sports and 2K Play brands. Our products are designed for console systems, handheld gaming systems and personal computers, including smartphones and tablets, and are delivered through physical retail, digital download, online platforms and cloud streaming services. The Company's common stock is publicly traded on NASDAQ under the symbol TTWO. For more corporate and product information please visit our website at <http://www.take2games.com>.

## About Nickelodeon Consumer Products

Nickelodeon, now in its 32<sup>nd</sup> 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, and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 16 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50061541&lang=en>

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