

Rockstar Games Announces Midnight Club 3: DUB Edition; Announces Partnership with DUB Magazine for Third Installment of Multi-Million Unit Selling Racing Franchise

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NEW YORK--(BUSINESS WIRE)--May 6, 2004--Rockstar Games, the world-renowned publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is pleased to announce Midnight Club 3: DUB Edition, the third installment in the multi-million unit selling, genre-defining Midnight Club racing franchise. Rockstar Games has also announced a partnership with DUB, America's premiere automotive lifestyles magazine, to infuse Midnight Club 3: DUB Edition with an unparalleled level of expertise and understanding of the latest and hottest trends in the automotive industry and street customization scene. Developed by Rockstar San Diego, Midnight Club 3: DUB Edition will be available for the PlayStation(R)2 computer entertainment system and Xbox(R) video game system from Microsoft and is expected to hit North American and European retail shelves this holiday season.

"The Midnight Club series has re-defined the racing genre with its revolutionary open-ended racing and seamless integration of street racing culture," stated Dan Houser, Rockstar Games' Vice President of Creative. "Now, through the combination of Rockstar San Diego's technical prowess and DUB's notoriety as the pulse of the automotive lifestyle world, we are poised to once again push the boundaries of speed and style well beyond anything ever seen before in racing games with Midnight Club 3: DUB Edition."

"The previous Midnight Club games set the standard and raised the bar for racing games in the 21st century," said Jay Panek, Producer, Rockstar San Diego. "Now, with Midnight Club 3: DUB Edition, we are taking every opportunity to expand upon the signature features of the Midnight Club series, as well as creating all-new features, to produce the most exhilarating street-racing game ever. DUB's involvement, combined with our own experience at making open city racing games will undoubtedly solidify and legitimize Midnight Club 3: DUB Edition as the preeminent racing experience."

"We at DUB are extremely excited for the opportunity to bring our knowledge and influence to Midnight Club 3: DUB Edition, which is sure to be the quintessential racing game for any true aficionado of the automotive and racing lifestyle," said Haythem Haddad, Creative Director and Co-Founder, of DUB. "The flair for innovation and cultural progression that Rockstar Games and DUB are universally known for will undoubtedly become the trademark of Midnight Club 3: DUB Edition. We look forward to working with Rockstar Games to exceed the limits of what is expected of a racing game."

About DUB Magazine

DUB is a magazine and events company based out of Los Angeles, CA. DUB is the original urban automotive lifestyles magazine that chronicles the trends in the street customization scene. DUB is also a source for automotive news by highlighting the latest in the exotic, luxury, SUV, and performance car segments.

About Xbox

Xbox (<http://www.xbox.com>) is the video game system from Microsoft that brings people together for the most exhilarating game and entertainment experiences. Xbox delivers an expansive collection of breakthrough games, powerful hardware and the unified Xbox Live online service. The new tagline, "it's good to play together," captures the spirit of Xbox as the social hub of the new digital entertainment lifestyle. Xbox is now available in North America, Asia, Europe and Australia.

Xbox is a registered trademark of Microsoft Corporation in the United States and/or other countries.

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, Xbox, Nintendo GameCube(TM) and Game Boy(R) Advance. The Company publishes and develops products through its wholly owned subsidiary labels: Rockstar Games, Gathering, Global Star and Joytech. 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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