

Global Star Software Says... It's Time to Play Family Feud!

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Business Editors/Technology Editors

NEW YORK--(BUSINESS WIRE)--Oct. 19, 2006--Global Star Software, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced that video game adaptations of the popular television game show, Family Feud, are now available at retailers throughout North America. Formats include the PlayStation(R)2 computer entertainment system, the Game Boy(R) Advance and PC. The games are licensed by FremantleMedia, one of the largest international creators and producers of program brands in the world, and have a suggested retail price of \$19.99.

The Family Feud television show is celebrating its 30th anniversary on the air and has been updated with a new set, brand logo and now features John O'Hurley, of "Seinfeld" and "Dancing with the Stars" fame, as the host of the television show. It has been a game show favorite since 1976, bringing phrases such as "Survey Says ..." into the vernacular.

"Family Feud is an evergreen property and the game play mechanics are timeless," said Steve Lux, Vice President of Publishing for Global Star Software. "Family Feud squarely delivers on the premise of quick thinking and fast reflexes in a game designed for the entire family."

The Family Feud games allow players to customize friends, family and themselves with a variety of body types, hair styles and clothing and accessories options. There are over 1,000 colorful survey challenges, such as "Name something that squeaks" and "Name something you eat by the handful." Game play culminates with the popular "Fast Money" round. Online capabilities provide PlayStation 2 and PC gamers the opportunity to compete against opponents around the country.

"Our partnership with Global Star Software is off to a great start," said David Luner, Senior Vice President of Consumer Products for FremantleMedia Licensing Worldwide, North America, licensor of the Family Feud brand. "Fans of our TV show can now 'play the Feud' at home with members of their own family on their favorite video game systems."

The Family Feud games were developed by Atomic Planet Entertainment and are rated E for Everyone by the ESRB. For more information and a sampling of survey questions and classic game sound effects, please visit www.globalstarsoftware.com.

About FremantleMedia Licensing Worldwide, Americas

FremantleMedia Licensing Worldwide, Americas (FLW, Americas) is the licensing arm of FremantleMedia for North and South America. FremantleMedia is one of the largest international creators and producers of program brands in the world, with leading prime time drama, serial drama, entertainment and factual entertainment programming in over 40 territories. FLW, Americas exploits FremantleMedia's many strong brands, including the award winning, American Idol, the world's longest running gameshow The Price Is Right, the ever-popular Family Feud, and other classic gameshows, across multiple off-screen platforms including merchandising campaigns, live events, sponsorship, interactive and wireless support, home entertainment and music publishing. FLW, Americas is also responsible for additional business diversification initiatives including 'Thumbdance', a pioneering wireless channel delivering original made-for-mobile video content on demand.

FLW, Americas is part of FremantleMedia North America (FMNA). FMNA is on the leading edge of global broadcast production, developing some of television's most innovative and watched new programming. Based in Santa Monica and with offices in New York, FMNA has produced such genre-bending shows as the musical/reality phenomenon American Idol. In 2005, FremantleMedia programs garnered 16 Emmy nominations, including six for American Idol. Other credits include The Price Is Right (CBS), the longest-running gameshow in television history, the daily syndicated gameshow Family Feud, Distraction (Comedy Central), American Inventor (ABC), The Gameshow Marathon (CBS), America's Got Talent (NBC), and the upcoming Monarch Cove (Lifetime).

FremantleMedia is the production arm of the RTL Group, Europe's largest television and radio broadcast company. With interests in 34 television channels and 30 radio stations in 10 countries, RTL Group is a division of leading integrated media and entertainment company Bertelsmann AG. For further information, visit www.fremantlemedia.com.

About Take-Two Interactive Software, Inc.

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) game console, PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox(R) and Xbox 360(TM) video game and entertainment systems from Microsoft, 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 and 2K Sports, and Global Star Software; and distributes software, hardware and accessories 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, Geneva, London, Paris, Munich, Madrid, Milan, Sydney, Breda (Netherlands), Auckland, Shanghai and Tokyo. 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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