

Rockstar Games Appoints Alex Moulle-Berteaux as Head of Marketing

March 15, 2007 12:01 PM ET

NEW YORK--(BUSINESS WIRE)--March 15, 2007--Rockstar Games, the universally-renowned publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced the appointment of Alex Moulle-Berteaux as Head of Marketing, effective immediately.

Mr. Moulle-Berteaux brings a wealth of marketing experience to Rockstar Games. Mr. Moulle-Berteaux comes to Rockstar Games from TBWA/Media Arts Lab in Los Angeles, where he was most recently Worldwide Group Account Director for the Apple account. At TBWA, Mr. Moulle-Berteaux was leading the development of worldwide marketing campaigns for Mac, iPod, iTunes and iPhone.

"We are very excited to bring Alex on board," said Sam Houser, Founder and Executive Producer of Rockstar Games. "The creative, marketing, and branding experience Alex brings, as well as his background in the technology and entertainment industries, will help us realize our mission to propel the compelling games we create to the center of the entertainment industry."

"I have admired Rockstar Games for years and am proud to be joining the extraordinary group of creative and technology talent, responsible for building the industry's leading publishing label," added Mr. Moulle-Berteaux. "Rockstar Games is a uniquely positioned entertainment brand that has earned incredible loyalty from its audience based on the company's obsession with quality, integrity and innovation in the games they make. I am looking forward to leveraging my experience to continue to build the brand and bring Rockstar's games to an ever-broader audience."

About Take-Two Interactive Software

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, Wii(TM), 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'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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Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995: This press release contains forward-looking statements made in reliance upon the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws. Such forward-looking statements are based on the beliefs of our management as well as assumptions made by and information currently available to them. The Company has no obligation to update such forward-looking statements. Actual results may vary significantly from these forward-looking statements based on a variety of factors. These risks and uncertainties include the matters relating to the Special Committee's investigation of the Company's stock option grants and the restatement of our consolidated financial statements as well as the risks and uncertainties stated in this release. The investigation and conclusions of the Special Committee may result in claims and proceedings relating to such matters, including previously disclosed shareholder and derivative litigation and actions by the Securities and Exchange Commission and/or other governmental agencies and negative tax or other implications for the Company resulting from any accounting adjustments or other factors. In addition, there can be no assurance that the actions taken or to be taken by the Company as described herein will ensure the continued listing of the Company's common stock on NASDAQ. Other important factors are

described in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2006 in the section entitled "Risk Factors".

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SOURCE: Take-Two Interactive Software, Inc.