

Fun and Fitness Unite as 2K Play and Nickelodeon Launch *Nickelodeon Fit* for Wii(TM)

November 10, 2010 11:01 AM ET

New video game designed with renowned physical education expert engages kids to exercise with their favorite Nickelodeon characters

NEW YORK, Nov 10, 2010 (BUSINESS WIRE) -- 2K Play and Nickelodeon have launched *Nickelodeon Fit* exclusively for the Wii(TM) system, which provides kids with an innovative and fun way to help them kick-start a healthy and active lifestyle alongside their favorite Nickelodeon characters. *Nickelodeon Fit* was created to motivate and engage children to participate in a series of exercises featuring their beloved characters from the top-rated Nickelodeon TV shows, *Dora the Explorer*, *Go, Diego, Go!*, *Ni Hao, Kai-lan*, and *The Backyardigans*.

Featuring 30 games developed in collaboration with physical education and exercise science expert Dr. Jacqueline Goodway, PhD, *Nickelodeon Fit* includes games that target cardiovascular activity, core muscles, upper and lower body strength, balance, motor skill development, and coordination. By including a variety of exercises into one game, children can experience a full-body workout that is both fun and challenging. Activities use either the Wii Remote(TM) or the Wii Balance Board(TM) accessory and include trampolining with Dora, skateboarding with Diego, running with Kai-lan, jumping rope with The Backyardigans, participating in a relay race with all of the game's characters, and much more.

"We know from research that in their early years, children learn the exercise patterns that will carry over to their adult lives," said Dr. Goodway, chair of the National Association for Sport and Physical Education's (NASPE) "Active Start" physical activity guidelines committee. "We hope that regular participation with *Nickelodeon Fit* will empower children to start on the road to an active and healthy lifestyle."

In addition, *Nickelodeon Fit* encourages parents to get involved with their children's exercise routine. Through the Fitness Stats tracking feature, parents can ensure their child is receiving a proper workout by monitoring total exercise time and intensity on a daily, weekly and monthly basis. *Nickelodeon Fit* offers helpful fitness icons at the beginning of each exercise that indicate if the activity is vigorous, moderate, or light and which fitness categories are being targeted. Parents can also create custom workouts based on their child's needs and interests, such as including more cardio or stretching games.

"We're proud to deliver an interactive entertainment experience that provides a unique way for kids to get active and parents with the tools to help keep them active in their formative years," said Steve Lux, vice president of business development for 2K Play. "By partnering with Dr. Goodway and Nickelodeon, we've created the perfect mix of physical education, entertainment and interactivity that we hope will make exercising fun and frequent for children."

"Partnering with 2K Play and Dr. Goodway on this project is giving us the amazing opportunity to present the first Wii fitness games for preschoolers," said Shaan Kandawalla, vice president, Digital Retail Games, Nickelodeon. "This innovative product is truly a family experience, encouraging our young viewers to stay active with their favorite Nickelodeon characters and enabling parents to get involved with their children's exercises."

Nickelodeon Fit was developed by High Voltage Software, Inc. and features voice actors from the popular Nickelodeon television shows. The game is tested by children for age-appropriateness and exercise fun. *Nickelodeon Fit* is rated E for everyone by the ESRB.

For more information, please visit www.2kgames.com/2kplay or follow 2K Play on Twitter (twitter.com/2KPlay).

****EDITORS' NOTE:** 2K Play and Nickelodeon will be hosting a special launch event for *Nickelodeon Fit* in New York City on Wednesday, November 10th from 4:30 p.m. - 6:30 p.m. EST. For more information, please contact Kimmie Kaspar kkaspar@accesspr.com or 917-522-3534.**

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 global developer, marketer and publisher of interactive entertainment software games for the PC, PlayStation(R)3 and PlayStation(R)2 computer entertainment systems, PSP (R) (PlayStation(R)Portable) system, Xbox 360(R) video game and entertainment system from Microsoft, Wii(TM), Nintendo DS (TM), iPhone(R), iPod(R) touch and iPad(TM). The Company publishes and develops products through its wholly owned labels Rockstar Games and 2K, which publishes its titles under 2K Games, 2K Sports and 2K Play. 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 www.take2games.com.

About Nickelodeon Consumer Products

Nickelodeon Consumer Products manages the world's third largest licensing business, representing leading properties such as *SpongeBob SquarePants* and *Dora the Explorer*, and managing merchandising for Nick Jr., Nickelodeon, Comedy Central, MTVN International, and Spike TV.

Nickelodeon, now in its 31st 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 www.nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

About Dr. Jacqueline Goodway

Dr. Jacqueline D. Goodway is an Associate Professor at the Ohio State University, in the School of Physical Activity and Educational Services. Dr. Goodway received her Ph.D from Michigan State University in Motor Development and Adapted Physical Education. Her research agenda focuses on issues associated with the promotion of motor skill development and physical activity in young children. She has published 2 book chapters, 25 plus articles, 50 research abstracts, and has made over 100 presentations. As a result of this work Dr. Goodway has received the Lolae E. Halverson Young Investigator award from the Motor Development Academy of the National Association of Sport and Physical Education (NASPE); the Mabel Lee Award from the American Alliance of Health, Physical Education, Recreation and Dance (AAHPERD); and has been inducted as a Fellow of the Research Consortium of AAHPERD.

About High Voltage Software, Inc.

High Voltage Software, Inc. is an award-winning studio that has been developing games and simulations for over 17 years. Located in Hoffman Estates, Illinois, it now employs over 180 staff members. The independent company has successfully produced a wide variety of license-based video game titles that include early childhood development, professional sports, simulations, motion picture adaptations, and original and innovative intellectual properties. More information about High Voltage Software and its products can be found at www.high-voltage.com.

Wii and the Wii logo are trademarks of Nintendo.

All trademarks and copyrights contained herein are the property of their respective holders.

Cautionary Note Regarding Forward-Looking Statements

The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for the Company's future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including: our dependence on key management and product development personnel, our dependence on our Grand Theft Auto products and our ability to develop other hit titles for current generation platforms, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, our ability to raise capital if needed and risks associated with international

operations. Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2009, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended July 31, 2010, and the Company's other periodic filings with the SEC, which can be accessed at www.take2games.com. All forward-looking statements are qualified by these cautionary statements and apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

Photos/Multimedia Gallery Available: www.businesswire.com/cgi-bin/mmg.cgi?eid=6506666&lang=en

SOURCE: Take-Two Interactive Software, Inc.

Nickelodeon Corporate Communications

Tori Fernandes, 212-846-4942

Tori.fernandes@mtvstaff.com

or

Access Communications for 2K Play

Heather Silverberg, 917-522-3503

hsilverberg@accesspr.com

or

Take-Two Interactive Software, Inc.

Alan Lewis, 646-536-2983

(Corporate Press/Investor Relations)

alan.lewis@take2games.com