

Rockstar Games Announces Exclusive Red Dead Redemption GameStop Pre-order Content

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NEW YORK--(BUSINESS WIRE)--Dec. 8, 2009-- Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is proud to announce an exclusive partnership with video game retailer GameStop Corp. (NYSE: GME) to offer exclusive in-game content for consumers who pre-order **Red Dead Redemption** on the Xbox 360® video game and entertainment system from Microsoft or the PlayStation®3 computer entertainment system either in-store or online at www.gamestop.com. For the first time ever, consumers will have the power to vote for their choice of one of three in-game outfit challenges as their exclusive pre-order bonus on the retailer's website.

"We're privileged to have fans that are just as passionate about our games as we are," said Alex Moule-Berteaux, head of marketing for Rockstar Games. "Having fans choose their own pre-order bonus is a unique way to let them be a part of **Red Dead Redemption**."

Players can vote to choose an outfit that will be earned by completing a unique set of in-game challenges. Once the challenges are completed and the outfit is unlocked, the outfit will uniquely affect how the surrounding world responds to the game's protagonist, John Marston. Stay tuned throughout the month of January for new information about the outfits and their effects in-game.

For more information, log onto www.rockstargames.com/reddeaddr redemption.

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®3 and PlayStation®2 computer entertainment systems, PSP® (PlayStation®Portable) system, Xbox 360® video game and entertainment system from Microsoft, Wii™, Nintendo DS™, iPhone™ and iPod® touch. 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. Take-Two also distributes software, hardware and accessories in North America through its Jack of All Games subsidiary. 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 GameStop Corp.

Headquartered in Grapevine, TX, GameStop Corp., a Fortune 500 and S&P 500 company, is the world's largest video game and entertainment software retailer. The company operates 6,391 retail stores in 17 countries worldwide. The company also operates an e-commerce site, GameStop.com, and publishes Game Informer(R) magazine, a leading multi-platform video game publication. GameStop Corp. sells new and used video game software, hardware and accessories for video game systems from Sony, Nintendo, and Microsoft. In addition, the company sells PC entertainment software, related accessories and other merchandise. General information on GameStop Corp. can be obtained at the company's corporate website: <http://www.gamestopcorp.com>.

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"PlayStation" is a registered trademark of Sony Computer Entertainment Inc.

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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 reliance on a primary distribution service provider for a significant portion of our products, our ability to raise capital if needed, risks associated with international operations, and the matters relating to the investigation by a special committee of our board of directors of the Company's stock option grants and the claims and proceedings relating thereto (including stockholder and derivative litigation and negative tax or other implications for the Company resulting from any accounting adjustments or other factors). Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2008, 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, 2009, 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.

Source: Take-Two Interactive Software, Inc.

Rockstar Games

Bruce Dugan, 212-334-6633

bruce.dugan@rockstargames.com

or

Take-Two Interactive Software, Inc.

Corporate Press/Investor Relations

Meg Maise, 646-536-2932

meg.maise@take2games.com