CivCity: Rome Now Available; Innovative City Builder Inspired by Sid Meier's Civilization Now Available for PC

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NEW YORK--(BUSINESS WIRE)--July 26, 2006--2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), and the Company's world-renowned development studio Firaxis Games in collaboration with Firefly Studios, today announced CivCity: Rome for the PC, a new city building strategy game inspired by the world of Sid Meier's Civilization, is now available at retail stores in North America.

From gladiator fights to chariot races, CivCity: Rome is the most detailed depiction of Roman life ever created, allowing the player to build Rome from a small settlement on the banks of the Tiber River to evolve into the most glorious city in the ancient world.

Created for 2K by Firefly Studios in collaboration with Firaxis Games, CivCity: Rome invites players to focus on the great cities of the Roman Empire, and culminates in Rome itself. Through dozens of missions, each offering an array of interesting decisions, players will be charged with building, nurturing and managing one of these great cities as they endeavor to lead the Roman Empire from its humble beginnings to its mighty apogee. Features players have enjoyed in the Sid Meier's Civilization series, like research, city happiness, production and culture, can now be managed actively in the wonderfully immersive world of CivCity: Rome.

"Firefly Studios and Firaxis Games have delivered a truly remarkable game," said Christoph Hartmann, President, 2K. "With design influences from the Civilization series, CivCity: Rome gets in even closer, allowing players to take the roofs off buildings and see how their choices affect the tens of thousands of families of ancient Rome."

"It has been a pleasure working with Firaxis and the 'experiment' has been a complete success," said Simon Bradbury, Lead Designer, Firefly Studios. "CivCity: Rome is a real evolution in city builders."

"We're very proud to have been a part of the making of CivCity: Rome," said Steve Martin, President, Firaxis Games. "Firefly Studios is clearly a top notch developer and it was a privilege to collaborate with them on such a terrific title."

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   Key Features:

   -- Look inside the buildings - For the first time in a city
      builder you can look inside the Villas, the forums, and even
      the Roman baths! Discover, in much greater detail, how Romans
      went about their daily lives.

   -- Civilize your city - More than 70 technologies can be
      developed over time to give your city a strategic advantage.
      Use the rich research tree to improve many aspects of your
      city and its relation to the wider empire.

   -- Follow the life of a Roman family - Do they thrive and prosper
      from humble hut to noble palace as they move through the
      generations... or not? Well, that's your call!

   -- Ease of play - Driven purely by building placement and strong
      visual feedback, the game lets you create your own living
      community simply by choosing and placing the wide variety of
      buildings.

   -- Real Romans - An intriguing array of characters will interact
      with you and bring high drama to your city with their
      emotions, state of health, and candid feelings about the city.
      There will even be famous Romans in the city who will comment
      on and present new challenges for you.
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--   Build mighty wonders - Influence the direction of your city by
     building spectacular monuments. Production of these trophy
     buildings will give your city big advantages and look great
     too!

--   This is not your Father's Rome - This is your Rome, so
     customize your city the way you see fit! With hundreds of
     buildings to place, this game offers more options than any
     other city building game.

--   Never a Dull Moment - Gladiatorial combat, debates in the
     senate, chariot races, temple ceremonies...just a few of the
     many riveting scenes that will engage and entertain players
     throughout the game.
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CivCity: Rome for the PC is rated E10+ for Everyone 10 and older by the ESRB. For more information on CivCity: Rome, please visit the product webpage at www.civilization.com.

About Sid Meier's Civilization Franchise

Created by industry legend Sid Meier in 1991, Civilization instantly set the standard for and defined a new genre of empire-building strategy games. An addictive blend of building, exploration, discovery and conquest, the Sid Meier's Civilization series is recognized as one of the greatest games of all time. Sid Meier's Civilization IV was released in 2005 for the PC to critical acclaim, receiving numerous Game of the Year awards from outlets around the world.

About Firefly Studios

Firefly Studios is a computer and video games development company, formed in 1999. The company has produced a number of high profile and commercially successful strategy games including the Stronghold series. It is currently working on a number of PC and next Gen console titles. Firefly Studios has offices in the United Kingdom and United States. For more information, please visit our website at www.fireflyworlds.com

About Firaxis Games

Firaxis Games is one of the world's premier game development studios, and home of legendary designer Sid Meier. Firaxis has developed some of the most successful and award-winning computer and video games on the market today including; 2005 PC Game of the Year - Sid Meier's Civilization IV(R), Sid Meier's Pirates! (R) (PC and Xbox), the blockbuster Sid Meier's Civilization III (R) series, and Sid Meier's SimGolf (R). Firaxis legacy titles include the Sid Meier's Civil War Series! (R) (Gettysburg!, Antietam!, and South Mountain), and the Sid Meier's Alpha Centauri (R) series. In 2005, Firaxis Games was acquired by Take-Two Interactive Software, Inc., joining the 2K publishing label, a wholly owned subsidiary of Take-Two Interactive.

About Take-Two Interactive Software, Inc.

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, 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 products 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, 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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CONTACT: 2K
         Jay Boor, 646-723-4253
         jay.boor@2kgames.com
         or
         Take-Two Interactive Software, Inc.
         Jim Ankner, 646-536-3006
         james.ankner@take2games.com
         or
         2K
         Marcelyn Ditter, 646-723-4232
         marcelyn.ditter@2kgames.com
         or
         Access Communications PR
         Chase, 415-844-6289
         chase@accesspr.com

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