

2K Play to Publish Two Exciting New Independent Video Games Exclusively for Xbox LIVE Arcade for Xbox 360

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*2009 Penny Arcade Expo attendees will be the first to experience 2K Play's entertaining and beautiful offerings – **The Misadventures of P.B. Winterbottom** and **Axel & Pixel***

NEW YORK--(BUSINESS WIRE)--Aug. 26, 2009-- 2K Play, a division of 2K, today announced that it will bring two, original independent video games, **The Misadventures of P.B. Winterbottom** and **Axel & Pixel**, exclusively to Xbox LIVE® Arcade for the Xbox 360® video game and entertainment system from Microsoft. **The Misadventures of P.B. Winterbottom** is an innovative game that follows the escapades of a mischievous, time-bending pie thief. **Axel & Pixel** is a beautiful, point-and-click adventure about a painter trapped in a lush dream landscape. Both titles embody the independent spirit of originality, individuality and fun, and will be available for consumers to play for the first time at the 2009 Penny Arcade Expo that is being held at the Washington State Convention and Trade Center (South lobby, space S2) in Seattle, Wash. on September 4 – 6, 2009.

The Misadventures of P.B. Winterbottom and **Axel & Pixel** underscore 2K's ongoing commitment to bring uniquely entertaining video games to the marketplace, while nurturing the independent creative spirit found within their developers and partners. From original new intellectual properties to bestselling franchises, 2K has a track record of creating enthralling and commercially successful titles.

“At 2K, we look to support talented independent video game developers and discover ways of bringing their work to the mass market,” said Christoph Hartmann, president of 2K. “**The Misadventures of P.B. Winterbottom** and **Axel & Pixel** are passion projects for us. We saw the potential and the talent in these two unique and bold concepts, and are thrilled to be able to provide these developers with the support to create compelling games without altering their distinct visions.”

The Odd Gentlemen, a developer headquartered in Los Angeles, Calif., originally created **The Misadventures of P.B. Winterbottom** as a student thesis project at the University of Southern California. The game chronicles the villainous P.B. Winterbottom's quest as he swipes pies using his extraordinary time-bending abilities to cooperate with, compete against, and disrupt his past, present, and future selves. Set in a macabre and comical silent film world, **The Misadventures of P.B. Winterbottom** has garnered several independent awards and nominations from *IGN.com*, *GameSpot* and the Independent Games Festival for its unique art style and inventive gameplay mechanics. **The Misadventures of P.B. Winterbottom** will be available on Xbox LIVE Arcade for Xbox 360 in early 2010.

Axel & Pixel tells the story of Axel the artist and his dog Pixel as they embark on a fantastic journey through the surreal and dangerous Dream World. Combining simple point-and-click gameplay and a beautiful hand-drawn environment, the game is truly unique. **Axel & Pixel** is being developed by Silver Wish Games, a small team based in the Czech Republic and will be available on Xbox LIVE Arcade for Xbox 360 in fall 2009.

The Misadventures of P.B. Winterbottom is not yet rated by the ESRB. For more information on **The Misadventures of P.B. Winterbottom** please visit www.winterbottomgame.com.

Axel & Pixel is rated E for Everyone by the ESRB. For more information on **Axel & Pixel** please visit www.axelandpixelgame.com.

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, 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™ and Nintendo DS™. The Company publishes and develops products through its wholly owned labels Rockstar Games, 2K Games, 2K Sports and 2K Play; 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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Source: Take-Two Interactive Software, Inc.

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