

Take-Two Interactive Software's Gotham Games Expands into Children's Video Game Market with Piglet's BIG Game

February 13, 2003 8:11 AM ET

NEW YORK--(BUSINESS WIRE)--Feb. 13, 2003--

Piglet's BIG Game Will Arrive This Spring for PlayStation(R)2

and Nintendo GameCube(TM)

Gotham Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO) announced today that it has signed an agreement with Disney Interactive to publish Piglet's BIG Game.

The agreement with Disney Interactive will bring some of Disney's most beloved characters, including Winnie the Pooh, Piglet and Tigger, onto the PlayStation(R)2 computer entertainment system and Nintendo GameCube this Spring.

"Gotham Games will strategically enter the children's video game market with a company that is recognized as the global leader in family entertainment," said Jamie Leece, president of Gotham Games. "With the increasing household penetration rates of video game consoles, we believe that children will become more active gamers."

Piglet's BIG Game is currently scheduled to be available for the March 21st big screen debut of Walt Disney Pictures' Piglet's BIG Movie. Piglet's BIG Game puts gamers in the role of Piglet as they maneuver their way through seven exciting adventures. Piglet may be very small, but he puts on a "brave" face as he sets out to rescue his friends by turning their bad dreams into good ones. When Pooh, Tigger, Roo, Rabbit, Owl, and Eeyore begin having dreams in which they lose their precious treasures, it is up to Piglet to save the day and find the missing items. This is no easy task for little Piglet, as he must not only solve many puzzles, but he must also be brave enough to chase away all of the Heffalumps and Woozles that he encounters.

About Take-Two Interactive Software

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), PlayStation(R)2, Xbox (TM) video game system from Microsoft, Nintendo GameCube(TM) and Nintendo Game Boy Advance. The Company publishes and develops products through its wholly owned subsidiary labels: Rockstar Games, Gotham Games, Gathering of Developers, Joytech and Global Star. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Vienna, Copenhagen, Milan, Sydney, Amsterdam and Auckland. 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.

About Gotham Games

Headquartered in New York City, Gotham Games is a publisher of interactive entertainment software games for the PlayStation (R), PlayStation(R)2, Xbox(TM) and Nintendo GameCube(TM). Gotham Games is focused on publishing outstanding titles for gamers of all ages. Gotham Games is a subsidiary of Take-Two Interactive Software, Inc.

About Disney Interactive

Disney Interactive, Inc., a worldwide leader in the creation of innovative interactive entertainment, develops, markets and globally distributes a wide variety of interactive family-oriented entertainment, educational and sports CD-ROMs and video games. Disney Interactive is the multimedia arm of The Walt Disney Company's Consumer Products business unit. For more information on Disney Interactive's products, visit <http://www.disneyinteractive.com>.

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

Safe Harbor Statement under the Private Securities Reform Act of 1995: 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 important factors are described in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2002.

--30--BW/ny*

CONTACT: Take-Two Interactive Software, Inc.

Dawn Berrie (Corporate Press/Investor Relations)

646/536-3006

dawn@take2games.com

or

Investor Relations:

Wolfe Axelrod Weinberger Assoc. LLC

Stephen D. Axelrod or Donald Weinberger

212/370-4500

or

Press Relations:

Euro RSCG Middleberg

Jason Schlossberg, 212/699-2564

jason.schlossberg@eurorscg.com