

## Global Star and Firefly Studios Announce Stronghold 2

August 24, 2004 7:56 AM ET

NEW YORK--(BUSINESS WIRE)--Aug. 24, 2004--Global Star Software, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), and Firefly Studios are pleased to announce Stronghold 2, the sequel to the award-winning titles Stronghold and Stronghold: Crusader. The Stronghold franchise has sold over 1.5 million units worldwide.

Due to be released for PC in early 2005, the castle-sim and siege-warfare RTS game Stronghold 2 will bring the series to life in glorious 3D. Stronghold 2 will also offer players a "castle-life" campaign, enhanced multiplayer capability and a new, innovative and exciting single player campaign that will be revealed in the months ahead.

"The first Stronghold game pioneered a genre by combining the elements of simulation games and combat strategy into a single unique experience," said Christoph Hartmann, Senior Vice President of Publishing at Global Star. "Now we are thrilled to bring Stronghold 2 to the market, which will undoubtedly set the standard as Firefly Studios has taken its already highly regarded gameplay and pushed it beyond anyone's expectations with new and innovative features. We are confident that Stronghold 2 will captivate gamers in 2005."

"We decided to steer away from the typical RTS mold when we developed the original Stronghold," said Simon Bradbury, Director at Firefly Studios. "Now, with a 3D engine that can render tens of thousands of animated characters on-screen simultaneously, we can explore the intricacies of castle-life and the machinations of siege-warfare like never before in Stronghold 2. Once again we will take the Stronghold franchise into new and exciting territory."

### 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) game console, PlayStation (R)2 computer entertainment system, Xbox(R), Nintendo GameCube(TM) and Game Boy(R) Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, Gathering 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, Vienna, Milan, Sydney, Breda (Netherlands) 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](http://www.take2games.com).

### About Firefly Studios

Firefly Studios a computer games development company was formed in 1999. The company has produced a number of high profile and commercially successful strategy games including Stronghold, Stronghold Crusader, Stronghold Warchest and Space Colony.

Firefly Studios has offices in the United Kingdom and United States. For more information, please visit our website at [www.fireflyworlds.com](http://www.fireflyworlds.com).

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SOURCE: Take-Two Interactive Software, Inc.