Rockstar Games Announces Grand Theft Auto IV Now Available Worldwide

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The first next generation iteration of the groundbreaking Grand
        Theft Auto franchise available in stores today
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NEW YORK--(BUSINESS WIRE)--April 29, 2008--Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is proud to announce that the eagerly anticipated Grand Theft Auto IV for the Xbox 360(R) video game and entertainment system from Microsoft and PLAYSTATION(R)3 computer entertainment system including the special edition package is now available worldwide.

"This release marks a major milestone for the series and for Rockstar Games," said Sam Houser, Founder of Rockstar Games. "Grand Theft Auto IV delivers on the vision we had when we began work on the game more than three years ago. Rockstar North has created an amazing interactive entertainment experience. We hope it will resonate with our audience around the world for years to come."

Developed by series creator Rockstar North and set in Liberty City, the latest installment in the wildly successful Grand Theft Auto series features a painstakingly detailed and life like city for players to explore; a rich, immersive narrative experience; an original soundtrack highlighting the cultural eclecticism of Liberty City; and sixteen player multiplayer with more than a dozen online modes.

"We worked hard to deliver a true high definition experience" said Series Producer and Rockstar North President, Leslie Benzies. "We are very proud of all of the innovations in the game and hope fans love it."

IGN.com scored the game a perfect 10 and writes, "GTA IV gives us characters and a world with a level of depth previously unseen in gaming and elevates its story from a mere shoot-em-up to an Oscar-caliber drama. Every facet of Rockstar's new masterpiece is worthy of applause."

Game Informer scored the game a perfect 10 and writes, "Grand Theft Auto IV doesn't just raise the bar for the storied franchise, it completely changes the landscape of gaming. Once you play it, you won't look at video games the same way again."

New York Times writes the game "sets a new standard for what is possible in interactive arts".

The Rockstar Social Club, a new website that will extend your experience of Grand Theft Auto IV and all future Rockstar Games titles, is now open for business. Please visit: www.rockstargames.com/socialclub.

The Rockstar Social Club is more than just a standard gaming site. It features incredibly detailed, diverse and sometimes amusing leaderboards and player statistics that gamers have come to expect, and combines them with performance-based competitions and awards for players of all skill levels.

Grand Theft Auto IV for the Xbox 360 and PLAYSTATION 3 is rated "M" for Mature.

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For more information, log onto www.rockstargames.com/IV.

About Take-Two Interactive Software
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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(R)3 and PlayStation(R)2 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox 360(R) and Xbox(R) video game and entertainment systems from Microsoft, Wii(TM), 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 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.

Important Legal Information

In connection with the tender offer commenced by Electronic Arts Inc., the Company has filed with the Securities Exchange Commission a Solicitation/Recommendation Statement on Schedule 14D-9. The Company's stockholders should read carefully the Solicitation/Recommendation Statement on Schedule 14D-9 (including any amendments or supplements thereto) prior to making any decisions with respect to Electronic Arts' tender offer because it contains important information. Free copies of the Solicitation/Recommendation Statement on Schedule 14D-9 and the related amendments or supplements thereto that the Company has filed with the SEC are available at the SEC's website at www.sec.gov. This communication does not constitute an offer to sell or invitation to purchase any securities or the solicitation of an offer to buy any securities, pursuant to Electronic Arts' tender offer or otherwise.

This press release may contain forward-looking statements made in reliance upon the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. 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 risks and uncertainties include the matters relating to the Special Committee's investigation of the Company's stock option grants and the restatement of our consolidated financial statements. The investigation and conclusions of the Special Committee may result in claims and proceedings relating to such matters, including previously disclosed shareholder and derivative litigation and actions by the Securities and Exchange Commission and/or other governmental agencies and negative tax or other implications for the Company resulting from any accounting adjustments or other factors. Further risks and uncertainties associated with Electronic Arts' tender offer to acquire the Company's outstanding shares are as follows: the risk that key employees may pursue other employment opportunities due to concerns as to their employment security with the Company; the risk that the acquisition proposal will make it more difficult for the Company to execute its strategic plan and pursue other strategic opportunities; the risk that the future trading price of our common stock is likely to be volatile and could be subject to wide price fluctuations; and the risk that stockholder litigation in connection with Electronic Arts' tender offer, or otherwise, may result in significant costs of defense, indemnification and liability. Other important factors are described in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2007, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended January 31, 2008, in the section entitled "Risk Factors." All forward-looking statements are qualified by these cautionary statements and are made only as of the date they are made.

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