

## Rockstar Games Announces L.A. Noire

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Business Editors

NEW YORK--(BUSINESS WIRE)--Sept. 25, 2006--Rockstar Games, the world-renowned publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is pleased to announce a partnership with Team Bondi Pty Ltd to publish the ground-breaking next generation crime thriller L.A. Noire. Developed by Team Bondi, a new Australian based studio founded by Brendan McNamara, of The Getaway, L.A. Noire is an interactive detective story set in the classic noir period of the late 1940's. L.A. Noire blends action, detection and complex storytelling and draws players into an open-ended challenge to solve a series of gruesome murders. Set in a perfectly recreated Los Angeles before freeways, with a post-war backdrop of corruption, drugs and jazz, L.A. Noire will truly blend cinema and gaming.

Sam Houser of Rockstar Games serves as Executive Producer and Brendan McNamara as Director of Development for L.A. Noire.

"Brendan and I have known each other for a long time, and to finally have the opportunity to work together on a game is exciting," said Sam Houser, Founder of Rockstar Games. "The longstanding mutual respect and the combined experience between the two of us make this a great partnership," added Brendan McNamara, CEO of Team Bondi.

L.A. Noire is a next-generation title and will be published by Rockstar Games. The official trailer will be released October 5th at [www.rockstargames.com/lanoire](http://www.rockstargames.com/lanoire).

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](http://www.take2games.com).

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Company does not currently realize exist. In addition, the investigation and possible conclusions of the Special Committee may require additional expenses to be recorded; may adversely affect the Company's ability to file required reports with the U.S. Securities and Exchange Commission ("SEC") on a timely basis, the Company's conclusions on the effectiveness of internal control over financial reporting and disclosure controls and procedures, and the Company's ability to meet the requirements of the NASDAQ Stock Market for continued listing of the Company's shares; and may result in claims and proceedings relating to such matters, including shareholder litigation and actions by the SEC and/or other governmental agencies and negative tax or other implications for the Company resulting from any accounting adjustments or other factors. Other important factors are described in the Company's Form 10-Q for the quarter ended April 30, 2006 in the section entitled "Risk Factors".

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