

## **2K Play and Feld Entertainment Announce Ringling Bros. and Barnum & Bailey(R) Circus Coming to Video Games**

April 13, 2009 11:01 AM ET

### **The Greatest Show On Earth(R) to debut on Wii(TM) and Nintendo DS(TM) this fall**

NEW YORK--(BUSINESS WIRE)--Apr. 13, 2009-- From a dizzying height high above thousands of cheering circus fans in New York City's famous Madison Square Garden, 2K Play, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO) and Feld Entertainment, Inc. revealed that ***Ringling Bros. and Barnum & Bailey*** will be taking the excitement of "*The Greatest Show on Earth*®" to the next level by partnering to develop circus-themed video games.

For the first time in the near 140-year history of *Ringling Bros.*®, the breathtaking thrills and timeless magic of this storied brand will be coming to the Wii™ home video game system from Nintendo and Nintendo DS™. The new *Ringling Bros.* themed games are scheduled to ship this holiday season as 2K Play further extends its portfolio of family friendly video game offerings.

"We are very excited to partner with 2K Play. These upcoming games add an entirely new interactive dimension to the *Ringling Bros. and Barnum & Bailey* experience," said Nicole Feld, *Ringling Bros.* producer and Feld Entertainment Executive Vice President. "Now circus fans of all ages can continue to experience the thrills and excitement of *Ringling Bros.* when they play these new games at home."

During a recent *Ringling Bros.* performance at Madison Square Garden, and in celebration of this partnership with 2K Play, a *Ringling Bros.* high-wire artist took to the air and made a thrilling 25-foot walk across a tightrope while maintaining his balance with only a Wii Remote™ and Nunchuk™ in his hands, to the delight of upward-gazing onlookers. It no doubt was a precursor of what to expect in the upcoming video games.

More information on 2K Play's upcoming games for ***Ringling Bros. and Barnum & Bailey*** will be available at the 2009 E3 Expo in Los Angeles this June.

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

### **About Feld Entertainment**

Feld Entertainment is the worldwide leader in producing and presenting live entertainment experiences that lift the human spirit and create indelible memories, with 30 million people in attendance at its shows each year. Feld Entertainment productions have appeared in more than 60 countries on six continents and include *Ringling Bros. and Barnum & Bailey*®, *Feld Motor Sports*, *Disney On Ice* and *Disney Live!* More information on Feld Entertainment can be found online at [www.feldentertainment.com](http://www.feldentertainment.com).

Wii and Nintendo DS are trademarks of Nintendo.

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

### **Cautionary Note Regarding Forward-Looking Statements**

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 and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for the Company's future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including: our dependence on key management and product development personnel, our dependence on our Grand Theft Auto products and our ability to develop other hit titles for current generation platforms, the timely release and significant market acceptance of our games, the realization of the anticipated benefits from our recent business reorganization, the ability to maintain acceptable pricing levels on our games, our reliance on a primary distribution service provider for a significant portion of our products, our ability to raise capital if needed, risks associated with international operations, the matters relating to the Special Committee's investigation of the Company's stock option grants and the claims and proceedings relating thereto (including stockholder and derivative litigation, actions by governmental agencies and negative tax or other implications for the Company resulting from any accounting adjustments or other factors) and risks associated with the Company's concluded process to evaluate its strategic alternatives including stockholder litigation arising therefrom. Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2008, 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, 2009, and the Company's other periodic filings with the SEC, which can be accessed at [www.take2games.com](http://www.take2games.com). All forward-looking statements are qualified by these cautionary statements and apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5938188&lang=en>

Source: Take-Two Interactive Software, Inc.

#### **2K Play**

April M. Jones, 415-507-7712

[april.jones@2kgames.com](mailto:april.jones@2kgames.com)

or

#### **Take-Two Interactive Software, Inc.**

Meg Maise, 646-536-2932

[meg.maise@take2games.com](mailto:meg.maise@take2games.com)

or

#### **Feld Entertainment**

Stephen Payne, 703-749-5505

[spayne@feldinc.com](mailto:spayne@feldinc.com)