

Rockstar Games Announces Max Payne 3 Release Date

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NEW YORK--(BUSINESS WIRE)--Jan. 17, 2012-- Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is proud to announce that **Max Payne 3** is expected to launch on the Xbox 360® video game and entertainment system from Microsoft and PlayStation®3 computer entertainment system on May 15, 2012 in North America and May 18, 2012 internationally; and for the PC on May 29, 2012 in North America and June 1, 2012 internationally.

"Max Payne 3 brings powerful storytelling back to the action-shooter genre," said Sam Houser, Founder of Rockstar Games. "Rockstar Studios are delivering a game that's both incredibly cinematic and very, very intense to play."

Based on incredibly precise and fluid gunplay and maintaining the series' famed dark and cinematic approach, **Max Payne 3** follows the famed former New York detective onto the streets of São Paulo, Brazil. Max Payne now works in executive protection for the wealthy Rodrigo Branco in the hopes of escaping the memories of his troubled past. When a street gang kidnaps Rodrigo's wife, Max is pulled into a conspiracy of shadowy, warring factions threading every aspect of São Paulo society in a deadly web that threatens to engulf everyone and everything around him.

In another first for the series, **Max Payne 3**'s multiplayer offering brings the game's cinematic feel, fluid gunplay and kinetic sense of movement into the realm of online multiplayer. Building on the fiction and signature gameplay elements of the **Max Payne** universe, **Max Payne 3** features a wide range of new and traditional multiplayer modes that play on the themes of paranoia, betrayal and heroism, all delivered with the same epic visual style of the single-player game. For more information, log onto www.rockstargames.com/maxpayne3.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, marketer and publisher of interactive entertainment for consumers around the globe. The Company develops and publishes products through its two wholly-owned labels Rockstar Games and 2K, which publishes its titles under the 2K Games, 2K Sports and 2K Play brands. Our products are designed for console systems, handheld gaming systems and personal computers, including smartphones and tablets, and are delivered through physical retail, digital download, online platforms and cloud streaming services. The Company's common stock is publicly traded on NASDAQ under the symbol TTWO. For more corporate and product information please visit our website at <http://www.take2games.com>.

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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 ability to maintain acceptable pricing levels on our games, our ability to raise capital if needed and risks associated with international operations. Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal

year ended March 31, 2011, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, which can be accessed at 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.

Source: Take-Two Interactive Software, Inc.

Rockstar Games

Simon Ramsey, 212-334-6633 x6412

Simon.Ramsey@rockstargames.com

or

Take-Two Interactive Software, Inc.

Alan Lewis, 646-536-2983

Alan.Lewis@take2games.com