

Rockstar Games Announces Release Date for Grand Theft Auto IV

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Next-generation Console Debut of the Grand Theft Auto Franchise
Set for April 29, 2008

NEW YORK--(BUSINESS WIRE)--Jan. 24, 2008--Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is proud to announce the release date for Grand Theft Auto IV, the new title in the genre-defining Grand Theft Auto franchise. Developed by Rockstar North, Grand Theft Auto IV will be simultaneously available for Xbox 360(R) video game and entertainment system and PLAYSTATION(R)3 computer entertainment system and will be in stores worldwide on April 29, 2008.

"We are so excited to be releasing Grand Theft Auto IV," said Sam Houser, Founder and Executive Producer of Rockstar Games. "We've pushed ourselves very hard to make something incredible and hope the game sets a new benchmark for interactive entertainment."

For more information, log onto <http://www.rockstargames.com/IV>

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(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.

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