

Rockstar Games Announces Release Dates for *L.A. Noire*

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NEW YORK, Jan 24, 2011 (BUSINESS WIRE) -- Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), and Team Bondi Pty. Ltd. are proud to announce that *L.A. Noire* is expected to launch on both the Xbox 360(R) video game and entertainment system from Microsoft and the PlayStation(R)3 computer entertainment system on May 17, 2011 in North America and May 20, 2011 in Europe.

"*L.A. Noire* breaks new ground for us," said Sam Houser, founder of Rockstar Games. "Its intense blend of action and real detective work defies genre conventions to create a unique and captivating thriller."

Set amid the violence and corruption of post-World War II Los Angeles, *L.A. Noire* is a crime thriller that seamlessly blends crime-solving, clue-finding, car chases and shoot-outs with revolutionary new interrogation-based gameplay that will allow players to read characters' emotions in order to reveal the truth. Players will take on the role of Cole Phelps, a decorated war veteran, who rises through the ranks of the LAPD by solving a series of gruesome murders and other crimes that bring him face-to-face with the dark heart of Los Angeles during Hollywood's Golden Age.

Developed in a special partnership with Rockstar Games and Team Bondi, *L.A. Noire* employs ground-breaking new MotionScan performance-scanning technology. MotionScan utilizes 32 high-definition cameras to capture actors' faces in 3D, transferring every aspect of their performance into the game, enabling players for the first time to lip-read in-game characters and to read every facial expression down to the finest detail.

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

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer 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) video game and entertainment system from Microsoft, Wii(TM), Nintendo DS(TM), iPhone(R), iPod(R) touch and iPad(TM). The Company publishes and develops products through its wholly owned labels Rockstar Games and 2K, which publishes its titles under 2K Games, 2K Sports and 2K Play. 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 www.take2games.com.

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"PlayStation" and the "PS" Family logo are registered trademarks and "PS3" is a trademark of Sony Computer Entertainment Inc.

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Cautionary Note Regarding Forward-Looking Statements

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 Transition Report on Form 10-KT for the

five month transition period ended March 31, 2010, 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.

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