

Take-Two Interactive Software, Inc. Acquires Mobius Entertainment Ltd.; Mobius Renamed Rockstar Leeds, Continued Focus on GBA and PSP Development

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NEW YORK--(BUSINESS WIRE)--April 8, 2004--Rockstar Games, the world-renowned publishing division of Take-Two Interactive Software, Inc. (NASDAQ:TTWO), today announced the formation of Rockstar Leeds through the acquisition of Mobius Entertainment Ltd., a Leeds, England based developer of handheld video games.

"We were very impressed with the Mobius development team from the time they began work on the Game Boy(R) Advance version of Max Payne," commented Sam Houser, President of Rockstar Games. "They bring a uniquely progressive vision to the titles they develop and we believe this studio is ahead of the industry on next generation handheld development. We are proud to have them join the Rockstar family."

Mobius Entertainment, now Rockstar Leeds, was founded by industry veterans Gordon Hall, Jason McGann, Dave Box and Ian Bowden in December 1997. They have focused their development efforts primarily on titles for the Game Boy(R) Advance as well as Sony's forthcoming PSP handheld game platform. The studio has approximately 30 developers who have created some of the industry's most highly regarded handheld games, including the award winning Game Boy Advance version of Max Payne for Rockstar Games and Remedy; Drome Racers for Lego and THQ; and Pop Idol for Codemasters.

"From inception, we have grown in size, confidence and enthusiasm, and have remained committed to producing the highest quality games for an ever-changing market," stated Gordon Hall, Managing Director at Mobius. "With our new identity as Rockstar Leeds, we will further leverage our creative and dynamic development team by delivering products that exceed industry expectations for quality, technical achievement and critical acclaim."

About Take-Two Interactive Software

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, Xbox(R), Nintendo GameCube(TM) and Game Boy(R) Advance. The Company publishes and develops products through its wholly owned subsidiary labels: Rockstar Games, Gathering, Global Star and Joytech. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Madrid, Vienna, Milan, Sydney, Breda (Netherlands) and Auckland. 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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Safe Harbor Statement under the Private Securities Reform Act of 1995: This press release contains 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. Such forward-looking statements are based on the beliefs of our management as well as assumptions made by and information currently available to them. The Company has no obligation to update such forward-looking statements. Actual results may vary significantly from these forward-looking statements based on a variety of factors. These important factors are described in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2003 and on Form 10-Q for the quarter ended January 31, 2004 in the section entitled "Cautionary Statement and Risk Factors".

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