

## Hot Dog! 2K Play Announces New Carnival Games(R) for Wii(TM) and Nintendo DS(TM)

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***Franchise exceeds six million units in sales; new title is Wii MotionPlus(TM) compatible***

NEW YORK, Jun 08, 2010 (BUSINESS WIRE) --The midway is energized with games of chance and skill, colorful prizes are yours for the winning and it's always a sunny day. 2K Play is pleased to announce that New Carnival Games, the latest installment of the popular Carnival Games franchise that has sold more than six million units worldwide, is shipping this fall on the Wii(TM) system and Nintendo DS(TM). According to The NPD Group, the original game is the 3rd best-selling third-party Wii title of all time\*. New Carnival Games is being developed by Cat Daddy Games, the 2K studio which created the original worldwide sensation.

"**Carnival Games** has made a special connection with over six million fans around the globe," said Steve Lux, vice president of business development for 2K Play. "No other interactive entertainment product so seamlessly integrates youthful memories with the fun and technical innovation required to bring a virtual day at the carnival to life."

"Our satisfied audience includes kids all the way to grandparents," added Patrick Wilkinson and Harley Howe, studio co-heads for Cat Daddy Games. "From school teachers to Hollywood celebrities, everyone seems to enjoy playing games for prizes without actually breaking the bank."

**New Carnival Games** for Wii features over 30 new games and attractions, including favorites like Pitch-A-Plate, Bottle Stand-Up, Fish Bowl Bounce, Gold Rush Alley Ball, Bumper Cars and the always frightful - Haunted House. In addition, no carnival is complete without must-have prizes, such as Moon Rocks, Eye-Bots, Decoder Rings and Wacky Wearables(TM) - including a Walrus Mask, Dragonfly Wings and Rabbit Ears - more than 300 in all.

In a first for the franchise, **New Carnival Games** will be Wii MotionPlus(TM) compatible allowing for increased accuracy, enhanced gameplay and more precision than ever before. Expanded multiplayer action for up to four gamers allows for cooperative play or head-to-head competition enabling friends and family to play together in classics like Lucky Toss, Gone Fishin' and Speed Bingo.

**New Carnival Games** for DS is also scheduled to ship this fall and offers a unique subset of games, including Balloon Blowout, Pop-A-Score, Speed Pitch and Pie Eating Contest. In addition, the game supports the Nintendo DSi(TM) camera and adds new meaning to the word *gotcha* with the "The Look of a Winner" feature, which snaps your picture the moment you win a game for some surprising and hilarious reaction shots.

These games have not yet been rated by the ESRB. Additional information will be available at E3 and the games will be demonstrated at both the Nintendo and 2K booths.

For more information, please visit [www.2kgames.com/2kplay](http://www.2kgames.com/2kplay) or follow 2K Play on Twitter ([twitter.com/2KPlay](https://twitter.com/2KPlay)).

2K Play is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ:TTWO).

*\*According to The NPD Group estimates of U.S. retail video game sales of Wii titles through April 2010*

### 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(TM), iPod(R) touch and iPad. 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

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6319069&lang=en>

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