

2K Games Announces Sid Meier's Civilization Revolution App for iPad Available Now

April 2, 2010 1:01 PM ET

NEW YORK, Apr 02, 2010 (BUSINESS WIRE) --2K Games today announced the Sid Meier's Civilization(R) Revolution(TM) App for iPad is now available on the App Store. The game offers hundreds of hours of gameplay from legendary developer Firaxis Games. Exclusive to the app is the World/Scenario Creator, an entirely new feature which allows players to customize the world and game parameters to create hundreds of different scenarios and game types, providing limitless hours of entertainment. Additionally, Sid Meier's Civilization Revolution App for iPad has been updated and optimized for the iPad's large screen and includes an enhanced user interface that improves the fidelity of world map tiles, leader portraits and icons; and offers a broader view of the world map, enabling increased vision and strategy for tactical gameplay.

"*Sid Meier's Civilization Revolution* is already a huge success for 2K Games," said Christoph Hartmann, president of 2K. "Now, the iPad's large Multi-Touch screen and impressive capabilities allow for high resolution graphics; a larger viewing and playing area; and expanded gameplay functionality that extend the addictive 'just one more turn' gameplay that has been synonymous with the *Civilization* series for decades."

"We're excited to deliver our signature strategy game at the launch of the revolutionary iPad," said Sid Meier, director of creative development at Firaxis Games. "The popularity of *Civilization Revolution* on the iPhone and the Nintendo DS(TM) is a clear indicator that people want to play *Civ* wherever and whenever they want. We're happy to be able to give them that opportunity with iPad."

The *Sid Meier's Civilization Revolution* App for iPad is available for \$12.99 from the App Store on iPad or at www.itunes.com/appstore/.

Sid Meier's Civilization Revolution for iPad was originally developed by Firaxis Games and adapted for the iPad by 2K China. As one of the most respected franchises in the gaming industry, the *Civilization* series has sold more than nine million units worldwide. In 1991, Sid Meier put computer gaming on the map when he first delivered *Civilization* to the PC gaming world, launching the "God Game" genre and creating one of the most award-winning and addictive strategy series of all time. Built specifically for console and handheld systems, *Sid Meier's Civilization Revolution* features the franchise's fastest pick-up-and-play action to date and still honors the most beloved elements from the core series: strategic global reign and encounters with history's most intrepid leaders.

For more information on *Sid Meier's Civilization Revolution* please visit <http://civilizationrevolution.com>.

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

About Firaxis Games

Firaxis Games(TM) is one of the world's premier game development studios, and home of legendary designer Sid Meier. Firaxis has developed some of the most successful and award-winning computer and video games on the market today including: 2005 PC Game of the Year - *Sid Meier's Civilization IV(R)*, the expansions *Civilization IV: Warlords(R)*, *Civilization IV: Beyond The Sword(TM)*, and *Civilization IV: Colonization(TM)*, the blockbuster *Sid Meier's Civilization(R) III* series, *Sid Meier's Pirates!(R)* (PC, Xbox(R) and PSP(R)), *Sid Meier's SimGolf(TM)* and *Sid Meier's Railroads!(TM)*. Firaxis legacy titles include the *Sid Meier's Civil War Series!(TM)* (Gettysburg!, Antietam!, and South Mountain), and the *Sid Meier's Alpha Centauri(R)* series. In 2005, Firaxis Games was acquired by Take-Two Interactive Software, Inc., joining its 2K publishing label. The company recently released *Sid Meier's Civilization(R) Revolution(TM)* for console and handheld platforms to great critical acclaim and is currently developing *Sid Meier's Civilization V(R)* for the PC and *Sid Meier's Civilization(R) Network(TM)* for Facebook.

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) and iPod(R) touch. 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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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 October 31, 2009, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended January 31, 2010, 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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