

Step Into the World of Organized Crime with 2K Games' Mafia(R) II

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Authentic action-packed gangster saga captures trigger-happy mob life of 1940s and 1950s

NEW YORK, Aug 24, 2010 (BUSINESS WIRE) --

Gamers' wait to enter the world of organized crime is over, as 2K Games announced today that *Mafia(R) II*, an epic crime-action tale, is now available for the PlayStation(R)3 computer entertainment system, Xbox 360(R) video game and entertainment system from Microsoft and Windows PC. This pistol-packed period piece transports players to Empire Bay, a fully realized and immersive urban cityscape set in America during the 1940s and 1950s. The action unfolds with white-knuckled car chases, explosive gunplay, compelling characters and an engaging narrative set against a backdrop of meticulously detailed period environments that showcase the difference a decade can make in the evolution of music, fashion, advertising and automobiles. *Mafia II* will be released on August 26 in Australia and August 27 internationally.

"*Mafia II* is what gamers want in a mob game - the marriage of a compelling story with edge-of-the-seat action and lifelike characters that immerse players in an epic entertainment experience," said Christoph Hartmann, president of 2K. "When you add in a setting that accurately reflects a period in history that has never been rendered so beautifully, it sets a new benchmark not just for the action-crime genre, but for any game set in the real world with a rich story to tell."

Born the son of a poor immigrant, Vito is a beaten down Italian-American who is trying to escape the life of poverty that consumed his childhood. Vito, along with his lifelong friend, Joe, will descend into the world of organized crime. Looking to escape the life of hardship that his father led, Vito dreams about becoming a "made man," and together with Joe, will work to prove themselves to the Mafia as they try to make their names on the streets. However, the two quickly realize that life as a wise guy isn't quite as glamorous as it seems.

Throughout *Mafia II*, players will be immersed in the music from the most influential artists of the time. *Mafia II* features more than 100 original licensed songs from the 40's and 50's that can be heard blaring from car radios and throughout Empire Bay. Among the most popular offerings of the era are "Ain't that a Kick in the Head" by Dean Martin, "Boom Boom" by John Lee Hooker, "Mambo Italiano" by Rosemary Clooney, "It Don't Mean a Thing" by Duke Ellington, and "Manish Boy" by Muddy Waters.

The *Mafia II* demo, which has been downloaded and immensely enjoyed by millions of gamers around the world, is currently available for free from the PlayStation(R)Network, Xbox LIVE Marketplace for Xbox 360 and via Steam and select Internet portals for Windows PC.

Mafia II was developed by 2K Czech, the 2K studio behind the award-winning *Mafia*, a game which captivated more than two million gamers around the world. Powered by 2K Czech's proprietary next-generation Illusion Engine(TM) that was built specifically for *Mafia II*, players will experience the true evolution of the game. *Mafia II* is available now for the PlayStation 3 system, Xbox 360, and Windows PC and is rated M for Mature by the ESRB. For more information on *Mafia II* please visit <http://www.mafia2game.com>.

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

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 <http://www.take2games.com>.

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SOURCE: Take-Two Interactive Software, Inc.

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