

Take-Two Interactive Software, Inc. Establishes 2K Shanghai; 2K Shanghai Development Studio and Sales Office Strengthens 2K's Global Strategy

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NEW YORK--(BUSINESS WIRE)--May 9, 2006--Take-Two Interactive Software, Inc. (NASDAQ: TTWO) today announced that it has opened a new development studio under its 2K label in Shanghai, China. The new studio, 2K Shanghai, is completing development of the Chinese-language version of Sid Meier's Civilization: IV for the PC expected to be available later this summer.

2K Shanghai will develop new original IP and co-develop products with other 2K studios around the world. Additionally, 2K Shanghai will serve as a hub for sales, marketing, development and outsourcing opportunities in China.

"There is an enormous amount of development talent in China and it is also a great market for some of our franchises," said Christoph Hartmann, President, 2K. "With this studio, 2K is poised to participate in this rapidly emerging gaming market."

For more information, please visit <http://www.2kgames.com>.

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, PSP(TM) (PlayStation(R)Portable) system, Xbox(R) and Xbox 360(TM) video game and entertainment systems from Microsoft, Nintendo GameCube(TM), Nintendo DS(TM) and Game Boy(R) Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, 2K and 2K Sports, and Global Star Software; and distributes products in North America through its Jack of All Games subsidiary. Take-Two also manufactures and markets video game accessories in Europe, North America and the Asia Pacific region through its Joytech subsidiary. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Madrid, Vienna, Milan, Sydney, Breda (Netherlands), Auckland, Shanghai and Tokyo. 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 Litigation 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 Form 10-Q for the quarter ended January 31, 2006 in the section entitled "Cautionary Statement and Risk Factors".

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