

2K Games and Irrational Games Announce Street Date for **BioShock® Infinite**

March 1, 2012 8:00 AM ET

Eagerly anticipated game to revolutionize action storytelling on October 16, 2012

NEW YORK--(BUSINESS WIRE)--Mar. 1, 2012-- 2K Games announced today that **BioShock® Infinite** will be available in North America on October 16, 2012 on the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Windows PC. The title will be available internationally on October 19, 2012.

Developed by Irrational Games, **BioShock Infinite** won more than 75 editorial awards at E3 in 2011, including the Game Critics Awards' Best of Show. The title has been named one of the most anticipated games of 2012 by more than 50 media outlets, including WIRED, USA Today, TIME, GameSpot, and GameTrailers. The **BioShock** franchise is one of the interactive entertainment industry's most successful and critically acclaimed series, which has sold-in over 9 million units worldwide.

"After **BioShock**, we had a vision for a follow up that dwarfed the original in scope and ambition," said Ken Levine (@iglevine), Creative Director of Irrational Games (@irrationalgames). "**BioShock Infinite** has been our sole focus for the last four years, and we can't wait for fans to get their hands on it."

BioShock Infinite puts players in the role of Booker DeWitt, a hard-bitten former Pinkerton agent, together with the revolutionary AI companion, Elizabeth. The two struggle to escape the sky-city of Columbia, in a 1912 America that might have been. Armed with an arsenal of new weapons and abilities, they face menacing enemies, in unique expansive environments. Classic **BioShock** gameplay joins innovations such as aerial combat on high-speed Sky-Lines in the service of an immersive storyline – an Irrational Games signature.

BioShock Infinite is not yet rated by the ESRB. For more information on **BioShock Infinite** please visit <http://www.bioshockinfinite.com>.

About Irrational Games

Located near Boston, Massachusetts, Irrational Games is widely recognized as one of the industry's leading game developers. Irrational has earned a reputation for creating story-driven, genre-defining games with award-winning hits like System Shock 2, Freedom Force, and the original BioShock. For more information, visit <http://www.irrationalgames.com>.

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

About 2K

Founded in 2005, 2K develops and publishes interactive entertainment for console systems, handheld gaming systems and personal computers, including smartphones and tablets through its three divisions: 2K Games, 2K Sports, and 2K Play that are delivered through physical retail, digital download, online platforms and cloud streaming services. 2K publishes titles in today's most popular gaming genres, including first-person shooters, action, role-playing, real-time strategy, sports, casual, and family entertainment. The 2K label has some of the most talented development studios in the world today, including Firaxis Games, Visual Concepts, Irrational Games, 2K Marin, 2K Australia, 2K Czech, Cat Daddy Games, and 2K China. In just a few short years, 2K launched the 2007 Game of the Year - **BioShock®**; published the critically acclaimed *Borderlands™*; continued the award-winning *Sid Meier's Civilization®* series; delivered the #1 rated and #1 selling basketball franchise with *NBA® 2K**; and broke new ground in the family entertainment market with its multi-million unit selling hit *Carnival Games*. 2K is headquartered in Novato, California and is a wholly owned label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO). For more information, please visit <http://www.2K.com>.

**According to 2008 - 2012 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through January 2012.*

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, marketer and publisher of interactive entertainment for consumers around the globe. The Company develops and publishes products through its two wholly-owned labels Rockstar Games and 2K, which publishes its titles under the 2K Games, 2K Sports and 2K Play brands. Our products are designed for console systems, handheld gaming systems and personal computers, including smartphones and tablets, and are delivered through physical retail, digital download, online platforms and cloud streaming services. 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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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 March 31, 2011, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, which can be accessed at <http://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

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