

It's Man vs. Chicken as 2K Play Launches *Herd, Herd, Herd* for iPhone, iPad and iPod touch

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NEW YORK--(BUSINESS WIRE)--Dec. 6, 2012-- Get ready for barnyard bedlam as 2K Play today announced that *Herd, Herd, Herd* – its newest mobile game – is now available on iPhone, iPad and iPod touch for \$.99. Farmer Jed's animals are making a break for it and players must do their best not to be outfoxed by clucking chickens, springy sheep and balky bovines. The highly addictive game, dubbed "the next Angry Birds" by TouchGen, features unique finger-touch physics that take herding skills and fowl play to new heights.

Herd, Herd, Herd features over 70 challenging levels and a bevy of farmstead obstacles and tricky terrains, including snowy avalanches, rickety bridges and electric fences. Gamers are cautioned to steer clear of hungry coyotes, boorish bears and pesky purple roosters spreading their own brand of chicken pox. When the herdin' gets too tough, the Super Lasso, Big Bopper and Harvest Moon can be unleashed to level the playing field. Additionally, players can connect to Game Center to track achievements like Cow Wrangler and Chicken Trapper and to compete with friends.

Herd, Herd, Herd expands upon 2K Play's robust mobile games portfolio, including *Comedy Central's Indecision Game*, *GridBlock – the Puzzle Game You'll Flip Over* and *House Pest Starring Fiasco the Cat* – which reached the Top-25 free iPad games and the Top-5 for both the Kids and Family sub-categories on iTunes. A paid version of the game called *House Pest Deluxe* is also now available and includes the "Holiday Pack" – an in-game purchase of six festive feline friends, including Santa Claws, Mrs. Claws and Elfie.

Developed by 2K's Cat Daddy Games studio, *Herd, Herd, Herd* is now available on the App Store for iPhone, iPad and iPod touch at: <https://itunes.apple.com/us/app/herd-herd-herd-deluxe/id551453141?ls=1&mt=8>.

Visit us on Facebook at: www.facebook.com/HerdHerd or www.facebook.com/2kplay or follow us on Twitter (twitter.com/2KPlay) to stay up to date on all news including the upcoming release dates of the game on Google Play and the Amazon Appstore.

2K Play 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 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>.

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 www.2K.com.

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

Cautionary Note Regarding Forward-Looking Statements

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, 2012, in the section entitled "Risk Factors," 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20121206005312/en/>

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