

Take-Two Obtains the Publishing Rights to Drakengard for Europe and Australia

March 15, 2004 8:35 AM ET

NEW YORK--(BUSINESS WIRE)--March 15, 2004--Take-Two Interactive Software, Inc. (Nasdaq:TTWO) announced today that it has obtained the European and Australian publishing rights for Drakengard(TM) from Square Enix. Drakengard, a new RPG series from the creators of both the Final Fantasy(R) and Dragon Warrior(TM) series, is expected to be released in Europe and Australia for the PlayStation(R)2 computer entertainment system on May 21, 2004.

"We commend Square Enix for their fresh and innovative approach to RPG with Drakengard," stated Gary Lewis, President, Take-Two Europe. "We are optimistic about the opportunity to distribute, market, and support this game in Europe and Australia."

Cast in a chaotic world of dragon pacts and warfare, Drakengard weaves unique action RPG elements into a tragic saga and seeks to immerse the player in an all-new gameplay experience combining reality and interactivity. The developers include members of the creative teams behind blockbuster titles such as Bust-a-Groove(R), Resident Evil: Code Veronica(R), Ace Combat(R) and Final Fantasy(R).

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, Xbox(R), Nintendo GameCube(TM) and Game Boy(R) Advance. The Company publishes and develops products through its wholly owned subsidiary labels: Rockstar Games, Gathering, Global Star and Joytech. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Vienna, Milan, Sydney, Breda (Netherlands) and Auckland. 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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About Square Enix Co., Ltd. and Square Enix Europe Ltd.

Headquartered in Tokyo, Japan, Square Enix Co., Ltd. (Square Enix) develops, publishes and distributes entertainment content including interactive entertainment software and publications in Japan, North America, Europe and Asia. Square Enix brings two of Japan's best -selling franchises - FINAL FANTASY(R), which has sold over 45 million units worldwide and DRAGON QUEST (DRAGON WARRIOR(TM) in Europe) which has sold over 30 million units worldwide - under one roof. Square Enix is one of the most influential providers of digital entertainment content in the world and continues to push the boundaries of creativity and innovation. More information can be found on the Internet at <http://www.square-enix.co.jp>.

Square Enix Europe Ltd., located in London, handles operations in Europe and other PAL territories including sales, marketing and publishing of Square Enix titles. More information on Square Enix Europe, Ltd. can be found on the Internet at <http://www.square-enix-europe.com>.

Safe Harbor Statement under the Private Securities 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 Annual Report on Form 10-K for the fiscal year ended October 31, 2003 in the section entitled "Cautionary Statement and Risk Factors".

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SOURCE: Take-Two Interactive Software, Inc.