

2K Play and Nickelodeon Launch All-New Dora and Diego Video Games

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Tasty treats, Wishing Wizzles and rainforest rescues await young fans

NEW YORK, Nov 04, 2010 (BUSINESS WIRE) --

From culinary chefs to Arctic adventurers, there's something for everyone this holiday season with the launch of three new games by 2K Play and Nickelodeon. ***Dora's Cooking Club*** for Nintendo DS(TM), ***Mega Bloks: Diego's Build and Rescue*** for Nintendo DS and ***Dora's Big Birthday Adventure*** for the Wii(TM) system and PlayStation(R)2 computer entertainment system are now available at retail.

"The worldwide celebration of Dora's 10th Anniversary continues with our all-new lineup of Nickelodeon video games," said Steve Lux, vice president of business development for 2K Play. "We're thrilled to expand our Dora play patterns by incorporating math skills and broaden our Diego adventures with our special Mega Bloks tie-in."

"We're excited to team up with 2K Play to provide fun and educational gaming experiences that give fans opportunities to join Dora and Diego on new adventures," said Shaan Kandawalla, vice president, digital retail games at Nickelodeon. "The response to Dora's 10th Anniversary has been incredible and these games are great additions to the celebration."

In ***Dora's Cooking Club*** for Nintendo DS, players follow recipes to help Dora prepare for the Favorite Foods Festival. They measure, chop, stir and sprinkle in more than 30 cooking games to create tasty foods, including salads, enchiladas, pizzas and fruity fiestas. The game incorporates Pre-K and Kindergarten math curriculum, while demonstrating number identification, counting, shape recognition and pattern completion for future chefs everywhere. Parents can track their child's advancement in these skills through the progress report tool.

Diego fans will be shouting "Al rescate! To the rescue!" in Diego and Baby Jaguar's first building block video game adventure. In ***Mega Bloks: Diego's Build and Rescue*** for Nintendo DS, gamers must collect virtual Mega Bloks to construct bridges, build air, land and sea rescue vehicles, explore exciting habitats - from the Arctic to the Rainforest, and rescue stranded animals. Field journal pages provide gamers with interesting facts about the animals they help and a special picture of it in its home.

Dora's Big Birthday Adventure - based on Dora's 10th Anniversary televised event - rounds out the lineup. Gamers embark on a journey to help Dora and Boots get home from Wizzle World in order to make it to Dora's big birthday celebration on time. Along the way, players magically ride on a unicorn, explore the tree tops as Boots and even have a dance fiesta, all while avoiding the mean witch, La Bruja. For collaborative play, the Storybook Help Option allows parents to use a second controller to assist their child in designated sections of the game.

Rosie Perez makes a cameo as the voice of La Bruja and Hector Elizondo appears as the voice of The Wishing Wizzle in ***Dora's Big Birthday Adventure***. The games were reviewed for age-appropriateness and fun-factor, and the packaging features a "Kid-Tested" seal.

The titles for the PlayStation 2 system and Wii were developed by High Voltage Software, Inc. and the Nintendo DS titles by Black Lantern Studios, Inc. The games are rated E for Everyone by the ESRB. For more information, please visit <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.2kgames.com%2F2kplay&esheet=6498338&lan=en-US&anchor=http%3A%2F%2Fwww.2kgames.com%2F2kplay&index=1&md5=84fe68eb7656c30ef0e4698e0b2de70a> or follow 2K Play on Twitter (<http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.twitter.com%2F2KPlay&esheet=6498338&lan=en-US&anchor=www.twitter.com%2F2KPlay&index=2&md5=6577fb15119d1e37de26ae86c447d8fb>).

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 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://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.take2games.com&esheet=6498338&lan=en-US&anchor=www.take2games.com&index=3&md5=3a13b2f3dde4b9ad3e0f4ca47032cf68>.

About Nickelodeon

Nickelodeon, now in its 31st year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 16 consecutive years. For more information or artwork, visit <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.nickpress.com&esheet=6498338&lan=en-US&anchor=http%3A%2F%2Fwww.nickpress.com&index=4&md5=9fa3e8cff34923054dbbb4e6a7053a3e>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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About High Voltage Software

High Voltage Software, Inc. is an award-winning studio that has been developing games and simulations for over 15 years. Located in Hoffman Estates, Illinois, it now employs over 140 staff members. The independent company has successfully produced a wide variety of license-based video game titles that include competitive racing, professional sports, horror, motion picture adaptations, and military simulations, and is now making its foray into original and innovative intellectual properties. More information about High Voltage Software and its products can be found at <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.high-voltage.com&esheet=6498338&lan=en-US&anchor=www.high-voltage.com&index=6&md5=4b7108fb0206ca4eaa22f3d3ae5a0902>.

About Black Lantern Studios, Inc.

Black Lantern Studios, Inc. is an independent interactive entertainment software developer for consoles and the PC. Founded in 2003 and headquartered in Springfield, Missouri, Black Lantern Studios is committed to providing the highest quality, richest, and most satisfying gaming experience to its customers, and delivering value to its publishers and partners. For more information about Black Lantern Studios, please visit <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.blacklanternstudios.com&esheet=6498338&lan=en-US&anchor=www.blacklanternstudios.com&index=7&md5=2614b777aff2ae496b99ccfd67bacec8> or e-mail info@blacklanternstudios.com.

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SOURCE: Take-Two Interactive Software

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