

## **2K and 3D Realms Announce Prey Now Available; First-Person Shooter for Xbox 360 and PC Revitalizes Genre with 360 Degree Combat**

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NEW YORK--(BUSINESS WIRE)--July 11, 2006--2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), and 3D Realms today announced that the first-person shooter Prey is now available in stores across North America and will be available at stores in Europe on July 14. Developed by Human Head Studios and created and produced by 3D Realms, Prey is available for Xbox 360(TM) video game and entertainment system from Microsoft and PC in both regular and Limited Collector's editions.

A groundbreaking first-person shooter, Prey raises the bar and turns the genre upside-down with awesome new gameplay features and next generation graphics. Breaking the traditional first-person shooter format, Prey introduces innovative gameplay elements including wall-walking, portals, spirit-walking and gravity flipping, making it one of the most anticipated games of 2006. Players can enhance the experience with multi-player options that include eight player deathmatch that will have both hearts and trigger fingers racing.

"Prey revitalizes the first-person shooter genre with a new dimension of features including portal tactics and 360 degrees of gravity manipulating combat in an aggressive living environment," said Christoph Hartmann, President, 2K. "Prey is this summer's definitive next generation game."

Prey tells the story of Tommy, a Cherokee garage mechanic stuck on a reservation and going nowhere. His life changes when an otherworldly crisis forces him to awaken spiritual powers from his long-forgotten birthright. Abducted along with his people to a menacing mothership orbiting Earth, he sets out to save himself and his girlfriend and ultimately his planet.

A Limited Collector's Edition is also available, which includes pewter figurines of Tommy and Hunter, the Art of Prey illustrated booklet, a free soundtrack download and more. Players can also sample Prey with a free demo available for PC at major gaming and download sites, and for Xbox 360(TM) on Xbox Live(R) Marketplace.

Prey for Xbox 360 and PC is rated "M" for mature by the ESRB. For more information on the title visit the official website at [www.prey.com](http://www.prey.com).

### **About 3D Realms Entertainment**

3D Realms Entertainment, formally known as Apogee Software, began the shareware games revolution in 1987 and later teamed with id Software on the making and release of Wolfenstein 3-D, the world's first 3D shooter. 3D Realms created Duke Nukem and co-created Max Payne, two of the industry's most successful original character-based brands.

### **About Human Head Studios Incorporated**

Human Head Studios Incorporated is a privately owned, independent game development studio based in Madison, Wisconsin. Founded in 1997, Human Head Studios began with the development of the highly innovative and award winning Rune. Dedicated to innovative play and top quality visuals, Human Head Studios has developed games for the PC, PlayStation(R)2 computer entertainment system and Xbox(R) platforms.

### **About Take-Two Interactive Software, Inc.**

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, 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](http://www.take2games.com).

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