Take-Two Interactive Software, Inc. Appoints Richard W. Roedel as Chairman of the Board of Directors; Ryan Brant Appointed Vice President of Publishing

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NEW YORK--(BUSINESS WIRE)--March 16, 2004--Take-Two Interactive Software, Inc. (NASDAQ: TTWO) today announced that its Board of Directors has appointed Richard W. Roedel as the Company's non-executive Chairman. Mr. Roedel's appointment follows Ryan Brant's decision to resign as Chairman and director of Take-Two and become Vice President of Publishing.

Mr. Roedel has been a director of Take-Two and Chairman of the Audit Committee since November 2002. Much of Mr. Roedel's career has been spent with BDO Seidman LLP, an international accounting and consulting firm, where he most recently served as Chairman and Chief Executive Officer. He is also a director of two other public companies, Brightpoint, Inc. and Dade Behring Holdings, Inc. Mr. Roedel is a Certified Public Accountant and qualifies as a "financial expert" under federal securities laws.

Mr. Brant, the founder of Take-Two, is assuming a new operating role as Vice President of Publishing, where he will focus on Take-Two's publishing business, including the continued development of the Company's portfolio of proprietary brands. He will work closely with Sam Houser, President and Terry Donovan, Chief Executive Officer of Rockstar Games, to extend Rockstar's success as a world renowned publisher of premium priced, ground-breaking interactive entertainment. In addition, he will work with Susan Lewis, Global Star's Vice President of Publishing and Steve Glickstein, Jack of All Games' Vice President of Publishing, to build Take-Two's pipeline of value-priced mass market titles, as well as with Christoph Hartmann, Gathering's Vice President of Publishing, to broaden and enhance Gathering's product portfolio.

Mr. Roedel commented, "Since founding Take-Two in 1993, Mr. Brant has built the Company into one of the premier global interactive entertainment companies today. Under his leadership, Take-Two has reached over $1 billion in revenue and market capitalization, and has created some of the top-selling entertainment franchises of all time. The Board of Directors praises Ryan for his leadership, vision and dedication to the Company. Additionally, I am pleased to have the opportunity to work more closely with Take-Two's Board of Directors in my new role as Chairman, and remain committed to providing additional shareholder value."

Mr. Brant stated, "Take-Two's continued success was paramount in my decision. I am passionate about our business and deeply committed to the Company. I believe this is the right time to make a management transition to position Take-Two for the future. My new role will allow me to focus on all aspects of our publishing and product development efforts. Our Board and management are exceptionally strong, and have the vision and abilities to take the Company to the next level."

Jeffrey C. Lapin, Take-Two's Chief Executive Officer said, "Ryan's contributions to Take-Two have been enormous. His continued involvement with the Company is very positive for us and a strong sign of his commitment to Take-Two. The Company is equally committed to continuing to pursue opportunities to enhance shareholder value."

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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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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