

## **Take-Two Reminds Parents to Check the ESRB Rating When Purchasing Games This Holiday Season**

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NEW YORK--(BUSINESS WIRE)--Dec. 18, 2006--Take-Two Interactive Software, Inc. (NASDAQ:TTWO) today reminds parents, grandparents or anyone planning to give video or computer games this holiday season to utilize both parts of the Entertainment Software Rating Board (ESRB) rating system - age ratings and content descriptors - to help them choose age appropriate titles.

"The holidays are a reminder for all of us to be aware of the ESRB rating when purchasing video games as gifts," said Paul Eibeler, Take-Two President and Chief Executive Officer. "Just as some movies are rated R, some games are rated M because they are intended for ages 17 and older - gift givers need to keep this in mind."

Mr. Eibeler concluded, "At Take-Two, we strongly support efforts to keep games intended for an adult audience away from children and encourage anyone concerned about game content to support the awareness and enforcement of the rating system. I am encouraged by the efforts of the industry, Sony, Microsoft, Nintendo, and our retail partners who are undertaking efforts to raise awareness about the changes in the video game industry and to promote a broader understanding of the ESRB rating system."

Take-Two's holiday lineup includes: Grand Theft Auto: Vice City Stories for the PSP(R) (PlayStation(R)Portable) system (rated M); Bully for PlayStation(R)2 computer entertainment system (rated T); Grand Theft Auto: The Trilogy for PlayStation 2 (rated M); NBA 2K7 for the Xbox 360(TM) and Xbox(R) video game and entertainment systems from Microsoft and PLAYSTATION(R)3 and PlayStation 2 computer entertainment systems (rated E); NHL 2K7 for the Xbox 360, Xbox, PLAYSTATION 3 and PlayStation 2 (rated E10+); College Hoops 2K7 for the Xbox 360, Xbox and PlayStation 2 (rated E); Family Guy for PlayStation 2, Xbox, and PSP (rated M); Sid Meier's Railroads! for PC (rated E); Civilization Chronicles for PC (rated E-E10+); Dungeon Siege: Throne of Agony for PSP (rated T); Stronghold Legends for PC (rated T); Deal or No Deal for PC (rated E); Family Feud for PlayStation 2, PC and Game Boy(R) Advance (rated E); and Dora the Explorer: Dora's World Adventure! for Game Boy Advance (rated E).

### **About the ESRB rating system**

The ESRB ratings are designed to provide information about video and computer game content, so you can make informed purchase decisions. ESRB ratings have two equal parts: rating symbols suggest age appropriateness for the game, and over 30 content descriptors indicate elements in a game that may have triggered a particular rating and/or may be of interest or concern. To take full advantage of the ESRB rating system, it's important to check both the rating symbol (on the front of the game box) and the content descriptors (on the back of the game box).

### **EARLY CHILDHOOD**

Titles rated EC (Early Childhood) have content that may be suitable for ages 3 and older. Titles in this category contain no material that parents would find inappropriate.

### **EVERYONE**

Titles rated E (Everyone) have content that may be suitable for ages 6 and older. Titles in this category may contain minimal cartoon, fantasy or mild violence and/or infrequent use of mild language.

### **EVERYONE 10+**

Titles rated E10+ (Everyone 10 and older) have content that may be suitable for ages 10 and older. Titles in this category may contain more cartoon, fantasy or mild violence, mild language and/or minimal suggestive themes.

### **TEEN**

Titles rated T (Teen) have content that may be suitable for ages 13 and older. Titles in this category may contain violence, suggestive themes, crude humor, minimal blood, simulated gambling, and/or infrequent use of strong language.

## MATURE

Titles rated M (Mature) have content that may be suitable for persons ages 17 and older. Titles in this category may contain intense violence, blood and gore, sexual content and/or strong language.

## ADULTS ONLY

Titles rated AO (Adults Only) have content that should only be played by persons 18 years and older. Titles in this category may include prolonged scenes of intense violence and/or graphic sexual content and nudity.

For a complete list of and definitions for ESRB rating categories and content descriptors, please visit [www.esrb.org/ratings/ratings\\_guide.jsp](http://www.esrb.org/ratings/ratings_guide.jsp).

For more information about the rating system, please visit the ESRB web site at [www.ESRB.org](http://www.ESRB.org).

About Take-Two Interactive Software, Inc.

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer, distributor and publisher of interactive entertainment software games for the PC, PlayStation(R) game console, PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems, PSP(R) (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 software, hardware and accessories in North America through its Jack of All Games subsidiary. 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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