

Take-Two Interactive Software, Inc. Expands Online Initiatives in Asia

October 25, 2012 8:01 AM ET

2K Games to bring successful Civilization franchise to region as a massively multiplayer online game

NEW YORK--(BUSINESS WIRE)--Oct. 25, 2012-- Take-Two Interactive Software, Inc. (NASDAQ: TTWO) today announced the development of a massively multiplayer online game (MMOG) based on its successful **Civilization** franchise. Through a previously announced partnership with renowned South Korean-based studio XLGAMES and under the leadership of its CEO and MMOG design luminary, Jake Song, **Civilization Online** (working title) is being designed from the ground up as an entirely new online-only entertainment experience for the Asian market.

Civilization series creator, Firaxis Games, and XLGAMES have been lending their respective expertise and vision to developing **Civilization Online**. Mr. Song is highly regarded for his integral role in creating the popular Korean MMORPG, **Lineage**, which has attracted 43 million players. For this project, he is leading a team of more than 100 people in Seoul, making it one of the most ambitious online game development initiatives taking place in South Korea. Firaxis Games is widely known for its long and distinguished history with **Civilization**, its leading strategy franchise, which has sold-in more than 11-million units worldwide, and includes the critically acclaimed and commercially successful releases of **Sid Meier's Civilization V** and **Civilization V: Gods and Kings**. Earlier this month, Firaxis Games launched **XCOM: Enemy Unknown**, which has received excellent reviews from consumers and the media.

"Making our intellectual property available to delight consumers wherever they are is an important component of our long-term growth strategy," said Strauss Zelnick, Chairman and CEO of Take-Two. "Our online and mobile social projects in Asia are enabling Take-Two to further broaden its global footprint and captivate audiences across a myriad of screens, platforms and business models. If successful, these projects will enhance our core business with revenue and profit streams that are higher margin and more stable over time."

"Over the last four years, we have been focused on creating an ambitious portfolio of online and social games with some of the most revered companies in Asia such as Tencent in China, Nexon Korea Corporation and XLGAMES in Korea, GREE and CyberAgent in Japan," added Hubert Larenaudie, president of Take-Two Asia. "The consumer response for **NBA 2K All Stars** and **NBA 2K Online** has been very encouraging. With the upcoming releases of **Pro Baseball 2K** and **Civilization Online**, Take-Two is uniquely positioned to delight gamers throughout Asia."

"2K is committed to supporting the growing Asian market by bringing our best IP and strongest franchises to the most popular online platforms in each territory," concluded David Ismailier, chief operating officer of 2K, a wholly owned label of Take-Two. "**Civilization Online** is an example of how 2K can leverage its successful franchises, beyond sports, to create entirely new experiences in genres that resonate with customers in this region."

The announcement of **Civilization Online**, underscores Take-Two's strategic approach to delivering interactive entertainment experiences for Asia through a series of partnerships with local, best-in-class companies that leverage their development capabilities, strong distribution channels and intimate knowledge of regional consumers. Over the past several months, Take-Two has been actively working on several online and mobile social projects in Asia, including:

- **NBA 2K Online** - free-to-play NBA simulation from 2K Sports on the Tencent Games portal in China that launched commercially on October 24. **NBA 2K Online** is being co-developed by Tencent and Visual Concepts in Shanghai. The online game service builds on 2K Sports' award-winning basketball simulation franchise in an exciting MMOG format, matching an engaging **NBA 2K** simulation gameplay with entirely new RPG activities, such as character personalization, quests and achievements.
- **NBA 2K All-Stars** - free-to-play, official NBA mobile social game that is currently available on GREE's social networking platform in Japan. The title, developed by CyberAgent, has attracted more than 300K users in less than 60 days**. 2K is also partnering with GREE to develop mobile social games based upon its **Civilization** and **Pirates!** franchises.
- **Pro Baseball 2K** - an online baseball simulation game created by 2K Sports in partnership with Nexon for Korea. Currently in development with Nexon and 2K's team in Seoul, the game will utilize the engine from 2K Sports' popular console baseball series. Due for open beta release during spring 2013, **Pro Baseball 2K** will deliver the high-quality

presentation and simulation gameplay that 2K Sports is known for, featuring authentic and true-to-life representations of the professional players of the Korean Baseball Organization (KBO).

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, marketer and publisher of interactive entertainment for consumers around the globe. The Company develops and publishes products through its two wholly-owned labels Rockstar Games and 2K, which publishes its titles under the 2K Games, 2K Sports and 2K Play brands. Our products are designed for console systems, handheld gaming systems and personal computers, including smartphones and tablets, and are delivered through physical retail, digital download, online platforms and cloud streaming services. 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://www.take2games.com>.

About 2K

Founded in 2005, 2K develops and publishes interactive entertainment for console systems, handheld gaming systems and personal computers, including smartphones and tablets through its three divisions: 2K Games, 2K Sports, and 2K Play that are delivered through physical retail, digital download, online platforms and cloud streaming services. 2K publishes titles in today's most popular gaming genres, including first-person shooters, action, role-playing, real-time strategy, sports, casual, and family entertainment. The 2K label has some of the most talented development studios in the world today, including Firaxis Games, Visual Concepts, Irrational Games, 2K Marin, 2K Australia, 2K Czech, Cat Daddy Games, and 2K China. 2K has achieved many key industry milestones, including launching the 2007 Game of the Year - *BioShock®*; publishing the critically acclaimed *Borderlands®* franchise; continuing the award-winning *Sid Meier's Civilization®* series; delivering the #1 rated and #1 selling basketball franchise with *NBA® 2K**; and breaking new ground in the family entertainment market with its multi-million unit selling hit *Carnival Games*. 2K is headquartered in Novato, California and is a wholly owned label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO). For more information, please visit www.2K.com.

**According to 2008 - 2012 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through September 2012.*

***Based on internal estimates.*

About Firaxis Games

Firaxis Games™ is one of the world's premier game development studios, and home of legendary designer Sid Meier. Firaxis has developed some of the most successful and award-winning computer and video games on the market today including: Sid Meier's Civilization® Revolution™ for console, iPhone®, iPod touch®, iPad® and Nintendo DS, 2005 PC Game of the Year - Sid Meier's Civilization IV®, the expansions Civilization IV: Warlords®, Civilization IV: Beyond The Sword™, and Civilization IV: Colonization™, the blockbuster Sid Meier's Civilization® III series, Sid Meier's Pirates!® (PC, Xbox® and PSP®), Sid Meier's SimGolf™ and Sid Meier's Railroads!™. Firaxis legacy titles include the Sid Meier's Civil War Series!™ (Gettysburg!, Antietam!, and South Mountain), and the Sid Meier's Alpha Centauri® series. In 2005, Firaxis Games was acquired by Take-Two Interactive Software, Inc., joining its 2K publishing label. The company has just released Sid Meier's Civilization® V for the PC to great critical acclaim, as well as Sid Meier's Civilization World™, for the Facebook platform.

All trademarks and copyrights contained herein are the property of their respective holders.

Cautionary Note Regarding Forward-Looking Statements

The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for the Company's future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including: our dependence on key management and product development personnel, our dependence on our Grand Theft Auto products and our ability to develop

other hit titles for current generation platforms, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, our ability to raise capital if needed and risks associated with international operations. Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended March 31, 2012, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, which can be accessed at www.take2games.com. All forward-looking statements are qualified by these cautionary statements and apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

Source: Take-Two Interactive

Take-Two Interactive Software, Inc.

(Investor Relations)

Henry A. Diamond

Senior Vice President

Investor Relations & Corporate Communications

646-536-3005

Henry.Diamond@take2games.com

or

Take-Two Interactive Software, Inc.

(Corporate Press)

Alan Lewis

Vice President

Corporate Communications & Public Affairs

646-536-2983

Alan.Lewis@take2games.com