

Midnight Club: Los Angeles South Central Downloadable Content Now Available on Xbox LIVE(R) and PlayStation(R)Network

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NEW YORK--(BUSINESS WIRE)--Mar. 19, 2009-- Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is proud to announce that the *Midnight Club: Los Angeles South Central Map Expansion* and *South Central Premium Upgrade* are now available for download on the Xbox LIVE® Marketplace and PlayStation®Network (PSN).

The *South Central Map Expansion* is free to all owners of *Midnight Club: Los Angeles* and adds four iconic neighborhoods equal to one third of the game's original map. The *South Central Premium Upgrade*, which can be purchased for 800 MS points (Xbox LIVE) or \$9.99 (PSN), gives players access to nine brand new cars ranging from SUVs to classic lowriders, complete with custom parts and body kits for each. Also included are 26 new races, 12 battle maps, 10 delivery missions, and over 100 red light races taking place in South Central. All of the races and events will expand the game's story progression and are seamlessly integrated with the existing career elements.

Players can take to the streets of South Central during Rockstar's "Game With Fame" weekend on March 22, and again with developers from Rockstar San Diego on Sunday, March 29. Jump on Xbox LIVE between 1pm and 5pm PST on March 22 and join Felli Fel, DJ Pooh, Glasses Malone and more from the Los Angeles Dub Show.

The *South Central Map Expansion* and *South Central Premium Upgrade* require players to have the full version of *Midnight Club: Los Angeles* for the Xbox 360® video game and entertainment system from Microsoft and Xbox LIVE membership or a full version for the Sony PLAYSTATION®3 computer entertainment system and a PSN account to download. The *South Central Map Expansion* and *South Central Premium Upgrade* for *Midnight Club: Los Angeles* are rated T for Teen by the ESRB.

For more information, log onto <http://www.rockstargames.com/midnightclubLA/southcentral/>.

About Take-Two Interactive Software

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®3 and PlayStation®2 computer entertainment systems, PSP® (PlayStation®Portable) system, Xbox 360® video game and entertainment system from Microsoft, Wii™ and Nintendo DS™. The Company publishes and develops products through its wholly owned labels Rockstar Games, 2K Games, 2K Sports and 2K Play; 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.

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This press release may contain 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 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 realization of the anticipated benefits from our recent business reorganization, the ability to maintain acceptable pricing levels on our games, our reliance on a primary distribution service provider for a significant portion of our products, our ability to raise capital if needed, risks associated with international operations, the matters relating to the Special Committee's investigation of the Company's stock option grants and the claims and proceedings relating thereto (including stockholder and derivative litigation, actions by the SEC and/or other governmental agencies and negative tax or other implications for the Company resulting from any accounting adjustments or other factors) and risks associated with the Company's concluded process to evaluate its strategic alternatives including stockholder litigation arising therefrom. Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2008, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended January 31, 2009, 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.

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