

It's a Hole in Fun! 2K Play Expands Carnival Games Universe with Launch of Carnival Games(TM) MiniGolf for Wii(TM)

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Original Carnival Games shipped over 2 million copies; Carnival Games MiniGolf targets growing family gaming audience

NEW YORK--(BUSINESS WIRE)--

2K Play, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ:TTWO), today announced Carnival Games MiniGolf for the Wii(TM) home video game system from Nintendo is now shipping to retailers throughout North America. Carnival Games MiniGolf was built from the ground up to take full advantage of the unique capabilities of the Wii Remote(TM). The title was developed by Cat Daddy Games, the 2K studio that created the original Carnival Games, which has now shipped over 2 million copies worldwide.

"Carnival Games connected with the Wii audience on three major counts: fun for all age groups, innovative use of the Wii Remote(TM) and the entire family made time to play together," said Steve Lux, vice president of business development for 2K Play. "In Carnival Games MiniGolf we've expanded the franchise by combining familiar characters, traditional miniature golf fare and action-oriented gameplay, creating a brand-new family gaming experience."

Carnival Games MiniGolf features over 25 larger-than-life holes spanning nine theme park style courses. While attempting to maintain par in Adventure, Challenge and Trick Shot modes, gamers should expect to be walking the plank in Pirate's Delight, having a showdown in the Wild West, riding a pterodactyl in Prehistoria, shooting ghostly ghouls in Spook-O-Rama, jiving to jungle beats in the Amazeon or playing with wizard golf balls in Fairytella.

Additionally, Carnival Games MiniGolf is designed for up to four players and includes a "friendly diversions" feature that allows players to humorously distract their opponents, although loudly ringing a cow bell is unlikely to result in any sportsmanship awards. Players can win over 100 usable prizes, including custom clubs, wacky wearables and special golf balls. For the first time, they will be able to save their winnings, as well as the characters they create, to their Wii Remote and take it to a friend's house to play and prize swap.

Carnival Games MiniGolf for Wii has a suggested retail price of \$39.99 and is rated E for Everyone. It is supported by a national marketing campaign including TV commercials on Nickelodeon, Cartoon Network, Discovery for Kids and ABC Family. The game trailer is featured in the Nintendo Holiday DVD which is now in distribution at major retailers throughout the country. For more information, please visit <http://www.2kgames.com/2kplay/carnivalgames/minigolf/>.

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(R)3 and PlayStation(R)2 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox 360(R) and Xbox(R) video game and entertainment systems from Microsoft, Wii(TM), 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 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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Source: Take-Two Interactive Software