

JOYTECH North America Debuts at E3; Europe's Leading Third-Party Peripherals Manufacturer Offers U.S. Gamers Innovative Designs

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NEW YORK--(BUSINESS WIRE)--May 17, 2005--JOYTECH North America, a wholly owned subsidiary of Take Two Interactive Software (NASDAQ: TTWO) and a leading designer/manufacturer of third-party video game peripherals, will showcase its exciting array of new video game accessories and home entertainment devices at the Electronic Entertainment Expo (E3) 2005 at the Los Angeles Convention Center, May 18-20, 2005. Among the products on display, JOYTECH's new 8-inch Digital LCD Monitor created exclusively for the newly re-designed PlayStation(R)2, features the largest portable screen for the PlayStation(R)2 with the highest resolution on the market.

JOYTECH's high-quality monitor transforms the lighter and thinner PlayStation(R)2 into a totally portable entertainment system, allowing users to play games or watch DVD movies wherever and whenever. Perfect for interactive entertainment on the road, JOYTECH's product is the only monitor to come with an in-car power adapter and remote control. An optional TV tuner with a built-in multi AV adapter turns the system into a portable TV capable of storing more than 99 different local channels for automatic tuning.

Other video game and PC products JOYTECH will feature at the show include:

AV Control Center 240 Series:

Gamers and consumers who are tired of connecting and disconnecting wires to their TVs and/or other Hi-Fi equipment will appreciate JOYTECH's new AV Control Center. The new easy-to-use center allows for connection of up to 8 pieces of AV equipment at once. JOYTECH's Advanced Signal Controller feature ensures that the picture and sound quality from all AV sources remains pin sharp. Available in silver or black, each unit comes with an LCD display and a remote control. A simple input channel selector allows users to page through and select the AV source required.

Williams F1 Force Feedback Racing Wheel for PlayStation(R)2:

For the ultimate Force Feedback (FFB) sensation and precision driving game experience, JOYTECH's new wheel is an authentic visual replica of the Official WilliamsF1 Team(TM) FW23 Racing wheel. With the FFB resistance level controls, gamers can adjust how much they want to feel every realistic bump, jolt, and crash. Four wheel-mounted paddles and the Shift-Tronic Stick make it the most realistic driving accessory available.

Neo S 2.4GHz Wireless Controller for XBOX:

With 2.4 GHz technology, JOYTECH's new Neo S controller gives gamers maximum wireless control to an operating distance of up to 50 feet and rock solid response times with no dropout or time lag. The Neo S also allows eight gamers to play simultaneously. Packaged with three AAA Energizer batteries, the controller is ready to go for up to 100 hours of continuous game play.

Neo X 2.4 GHz Wireless Controller for PlayStation(R)2:

Featuring 2.4 GHz technology, PlayStation(R)2 fans can take the lead in their favorite game with the new Neo X wireless controller for PlayStation(R)2. Highlights of the new Neo X include wireless operation of up to 50 feet and up to eight person simultaneous game play. The controller also comes with three AAA Energizer batteries, allowing gamers to play non-stop for up to 100 hours.

USB Neo S Controller for PC:

Featuring MouseMimik Technology(TM), which replicates mouse and keyboard functions, JOYTECH's USB Neo S Controller has up to 24 programmable actions, 10 programmable action buttons and a programmable D-Pad. The controller features a sculptured ergonomic design and rubber grips for increased comfort.

The above products plus JOYTECH's full range of accessories for each major video game console and handheld system, including PlayStation(R)2, Xbox(R) Nintendo GameCube(TM), Sony PSP(TM) and Nintendo DS(TM), as well as PCs, will be displayed at E3 2005 in JOYTECH's Meeting Room 150A, Concourse Hall, Los Angeles Convention Center.

About JOYTECH North America

Headquartered in New York, JOYTECH North America, a wholly owned subsidiary of Take-Two Interactive Software, Inc., brings Europe's premier peripherals line to the U.S. All JOYTECH products are designed and built in-house, offering gamers high-quality products for all the gaming consoles, as well as PCs, at competitive prices. For further information on JOYTECH peripherals, please visit: www.joytech.net

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, PSP(TM) handheld entertainment system, the Xbox(R) video game and entertainment system from Microsoft, the Xbox 360(TM) video game and entertainment system from Microsoft, the 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 and Global Star Software; and distributes products in North America through its Jack of All Games subsidiary. Take-Two also manufactures and markets video game accessories in Europe, North America and the Asia Pacific region through its Joytech subsidiary. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Madrid, 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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