

2K Announces Family Guy Video Game Now Available

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Business Editors/Video Game Writers

NEW YORK--(BUSINESS WIRE)--Oct. 17, 2006--2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced that Family Guy, the first video game based on the popular television show, is now available for the Xbox(R) video game and entertainment system from Microsoft, the PlayStation(R)2 computer entertainment system and the PSP(R) (PlayStation(R)Portable) system. Featuring the entire cast and creative team from the show, including creator and producer Seth MacFarlane, the Family Guy video game turns the TV show into an engaging interactive experience complete with even more of the outrageous humor that fans know and love.

Developed by High Voltage Software, the Family Guy video game involves a unique combination of arcade-like action, platforming, combat, and puzzle-solving as gamers play through three stories that intersect in typical Family Guy fashion. As lovable oaf and father Peter Griffin, players fight to stop Mr. Belvedere from taking over the world. As Stewie, Peter's diabolical young son, players match their wits against his arch-nemesis and half-brother Bertram as they also vie to take over the world. Lastly, players slip on a collar and drink a martini as Brian Griffin, the family dog, and attempt to escape prison to prove his innocence in a puppy paternity case gone awry.

As the lead voice talent of the Family Guy video game, Seth MacFarlane sets the comedic tone in the game's world by providing his voice-over for the game's main playable characters, Peter, Stewie, and Brian. MacFarlane won an Emmy Award for Outstanding Voice-Over Performance for his role as Stewie Griffin. To further immerse players in the Family Guy universe, cast members reprise their roles, such as Alex Borstein voicing Lois Griffin, Mila Kunis doing Meg Griffin, Seth Green as Chris Griffin, and Adam West as the Mayor of Quahog.

"Family Guy is one of the most popular and outrageously hilarious shows on television," said Christoph Hartmann, president of 2K. "We are excited to bring that comedic experience to video games. By working with the TV show's creative team, we've given fans of the show a way to experience Family Guy on a whole new level."

Features:

- Voiced and scripted by members of the real Family Guy TV show creative team!
- Explore familiar locations around Quahog and interact with many beloved characters from the show! Giggity! Giggity! Giggity!
- "Freakin' sweet" gameplay switches back and forth between three popular characters from the show: the loveable Peter, the diabolical Stewie and the charismatic Brian.
- Funny, unique, and pick-up-and-play combination of combat, stealth and puzzle-solving gameplay.
- Interactive Humor - take part in the over-the-top jokes, parodies, sarcasm, and random pop-culture satire as though you were part of the show.

Family Guy, rated M for Mature, is available now for PlayStation(R)2 computer entertainment system, PSP(R) (PlayStation(R)Portable) system, and Xbox(R) video game and entertainment system from Microsoft for \$29.99. For more information, please visit www.2kgames.com/familyguy.

About Family Guy

Heading up the eclectic Family Guy household is Peter Griffin, a big, boisterous, lovable oaf who isn't afraid to say what's on his freakin' mind -- usually the wrong thing at exactly the wrong time. He lives in Quahog, Rhode Island with his wife, Lois, and their three children -- Chris, Meg and Stewie, a brilliant, sadistic baby bent on destroying the world. And, don't forget Peter's well-spoken, cynical best friend, Brian, the family dog. Executive producer/creator Seth MacFarlane has the distinction of being the youngest person to be an executive producer. Family Guy debuted after the Super Bowl in 1999, and in 2004, Family Guy made television history when Fox ordered the previously canceled show back into production due to its extraordinary fan support in both DVD sales and repeat broadcasts on Cartoon Network's 'Adult Swim'.

About High Voltage

High Voltage is serious about fun. How serious? Serious enough to employ 120 of the industry's top producers, artists, designers, programmers and audio engineers in a turnkey, 28,000 square foot studio located in the elite Hoffman Estates area of Illinois. Complete with facilities to handle motion-capture animation, end-to-end original sound engineering for music, sound effects, and voiceovers, a tools and technology department for bleeding edge software performance, world-class artists for stunning visuals, and of course veteran game designers for guaranteed fun, High Voltage Software (HVS) can take games from concept to design to programming to original audio design and execution to final gold master. Without a doubt, HVS is the industry's top one-stop shop for video game development. www.high-voltage.com/

About FOX Licensing & Merchandising

A recognized industry leader, Twentieth Century Fox Licensing and Merchandising licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

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 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, Geneva, London, Paris, Munich, Madrid, Milan, Sydney, Breda (Netherlands), Auckland, Shanghai and Tokyo. 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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