

## **Take-Two Interactive Software, Inc. Announces New 2K Play Publishing Label and Video Game Partnership with Kid's Entertainment Leader, Nickelodeon**

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New label leverages growing casual game market

Nick Jr. preschool television hits Dora the Explorer and Go, Diego, Go! lead new 2K Play portfolio of family-friendly games

NEW YORK--(BUSINESS WIRE)--Sept. 10, 2007--Take-Two Interactive Software, Inc. (NASDAQ: TTWO) today announced the formation of 2K Play, a new publishing label dedicated to casual gaming. As part of the 2K Play initiative, Take-Two also announced an expansive new handheld and console video game licensing agreement with Nickelodeon, a partnership involving top-rated properties including Nick Jr. preschool television hits, Dora the Explorer and Go, Diego, Go!

Dora the Explorer and Go, Diego, Go! will be the first titles under the new 2K Play label and will be released this fall in North America. According to Nielsen ratings (4/2/07-7/1/07), Dora the Explorer and Go, Diego, Go! are the top two ranked television shows for kids 2-5. The NPD Group cites Dora the Explorer as the #1 toy license in 2006 based on dollar sales and Go, Diego, Go! is now supported by over 300 licensees worldwide.

"We welcome our new partnership with 2K Play," said Shaul Olmert, Vice President/Digital Media products for Nickelodeon and MTVN Kids and Family Group. "This is the first time Go, Diego, Go! is coming to handheld and console systems and will mark Dora the Explorer's debut on the popular Nintendo DS(TM) system. We are excited to welcome 2K Play into our growing family of innovative digital products."

2K Play joins leading publishing labels 2K Games and 2K Sports as a new division in the 2K portfolio. The new label will absorb Take-Two's Global Star Software label, including the Carnival Games brand, the Cat Daddy Games studio and PC games based on the popular Deal or No Deal franchise.

"The 2K Play label targets the growing market of casual gamers interested in accessible, high-quality products," said Christoph Hartmann, President of 2K. "It will be home to games that are fun and engaging for players of varied skill types and ages. Our exciting initiative with Nick Jr. will offer a host of games featuring world-famous brands that appeal to the family-friendly gamer."

Additional information regarding the 2K Play lineup of games will be available in the coming months.

### **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) 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, 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](http://www.take2games.com).

### **About Nickelodeon**

Nickelodeon, in its 28th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S.

television network is seen in almost 94 million households and has been the number-one-rated basic cable network for 13 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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