

Gathering of Developers Ships FireFly Studios' Stronghold Crusader for PC

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NEW YORK, Sep 27, 2002 (BUSINESS WIRE) --

- Stronghold Successor, Filled with Medieval Fortresses And Desert Combat Action, Heads to Store Shelves -

Gathering of Developers, a publishing division of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today that FireFly Studios' Stronghold Crusader(TM) for the PC has shipped.

Published by Gathering of Developers and developed by UK-based FireFly Studios Ltd., Stronghold Crusader is now available at stores in North America and Europe.

"We are thrilled to release this imaginative successor to the award-winning Stronghold," said Kelly Sumner, Chief Executive Officer of Take-Two Interactive Software, Inc. "While the original Stronghold continues to captivate fans worldwide, Stronghold Crusader is packed with intense skirmish play and unparalleled siege weaponry. Players will relive the heroic battles of the historic Crusades in a challenging new desert setting."

Stronghold Crusader is a dynamic "castle sim" set in a distant Arabian land that combines the finest aspects from the city builder and real-time strategy genres. In Stronghold Crusader, players journey to lands renowned for brave warriors and fearsome weaponry. The player's challenge is to build and defend medieval desert fortresses and lay siege to fearless enemies. As European nobles or Arabian warriors, players must conquer the harsh terrain during the legendary Crusades of the 11th and 12th centuries.

The original Stronghold won critical acclaim from both consumer and trade media, including the "Editors Choice" award from Computer Gaming World and IGN.

For additional information on Firefly Studios' Stronghold Crusader, please visit: <http://stronghold.godgames.com/crusader>.

About FireFly

FireFly Studios is a London based computer games development company formed in August 1999. Simon Bradbury, Eric Ouellette and David Lester launched FireFly after working together on the production of a number of high profile and commercially successful strategy games including the Caesar & Lords of the Realm series. FireFly Studios goal is to create compelling new worlds for people to play in. The company aims to provide a richer environment for the player by continually increasing the level of visual and coded detail in their game worlds. FireFly's expertise is in creating strategy based sim games and the company will continue to evolve the genre by combining detailed visuals, in depth gameplay, compelling characters and an easy learning curve. In FireFly games, players can see the worlds they build come to life and take on a personality of their own.

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), PlayStation(R)2, Xbox (TM), Nintendo GameCube(TM) and Nintendo Game Boy Advance. The Company publishes and develops products through its wholly owned subsidiary labels: Rockstar Games, Gotham Games, Gathering of Developers, Joytech and Global Star. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Vienna, Copenhagen, Milan, Sydney 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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Forward-looking statements involve risks, uncertainties and assumptions including, but not limited to: risks associated with our future growth and operating results; our ability to continue to successfully manage growth and integrate the operations of acquired businesses; the availability of adequate financing to fund periodic cash flow shortages; credit risks; seasonal factors; inventory obsolescence; technological change; competitive factors; product returns; failure of retailers to sell-through our products; the timing of the introduction and availability of the Company's new software products and third-party hardware platforms; market and industry factors adversely affecting the carrying value of our assets; unfavorable general economic conditions (including the current economic downturn); and acts of war and terrorism, any or all of which could have a material adverse effect on our business, operating results and financial condition. These important factors and other factors that could affect the Company are described in the Company's Annual Report on Form 10-K, as amended, for the fiscal year ended October 31, 2001 and on Form 10-Q for the quarter ended July 31, 2002. Actual operating results may vary significantly from such forward-looking statements. The Company has no obligation to update such forward-looking statements.

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