

Rockstar Games and Timbaland Present Beaterator at the House of Hype

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NEW YORK--(BUSINESS WIRE)--Sep. 8, 2009-- Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is proud to announce the **Beaterator** Lounge at the exclusive House of Hype which will be produced at The Hotel Rivington during the weekend of the 2009 MTV Video Music Awards. The **Beaterator** Lounge will deliver exclusive hands-on access to **Rockstar Games and Timbaland present Beaterator**, the upcoming portable music-making application from Rockstar Games and Timbaland. Guests will be able to discover just how quick and easy it is to create music with **Beaterator**'s user-friendly interface and powerful suite of music creation tools, which allow people of all musical backgrounds and ability to create world-class beats and songs.

Beaterator will be playable on September 11 from 12:00 noon - 7:00 pm and on September 12 from 12:00 noon - 6:00 pm in the Hospitality Lounge hosted by DJ Felli Fel and Rockstar Games.

Beaterator makes modern music production simple. Users are guided into experimenting with musical loops, created by both Timbaland and Rockstar Games, in a spontaneous Live Play mode that allows for layering and jamming without requiring any knowledge of the powerful production tools underneath. When users are ready, **Beaterator**'s Song Crafter and Studio modes will gradually lead them into creating and manipulating sounds, sampling and voice recording.

Beaterator lets you make music on the go and will be available for the PlayStation®Portable system on September 29, and this fall on the iPhone™ and iPod® touch.

For more information, log onto www.rockstargames.com/beaterator.

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®3 and PlayStation®2 computer entertainment systems, PSP® (PlayStation®Portable) system, Xbox 360® video game and entertainment system from Microsoft, Wii™ and Nintendo DS™. The Company publishes and develops products through its wholly owned labels Rockstar Games and 2K, which publishes its titles under 2K Games, 2K Sports and 2K Play. Take-Two also distributes software, hardware and accessories in North America through its Jack of All Games subsidiary. The Company'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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The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for the Company's future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of

risks and uncertainties including: our dependence on key management and product development personnel, our dependence on our Grand Theft Auto products and our ability to develop other hit titles for current generation platforms, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, our reliance on a primary distribution service provider for a significant portion of our products, our ability to raise capital if needed, risks associated with international operations, and the matters relating to the investigation by a special committee of our board of directors of the Company's stock option grants and the claims and proceedings relating thereto (including stockholder and derivative litigation and negative tax or other implications for the Company resulting from any accounting adjustments or other factors). Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2008, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended July 31, 2009, and the Company's other periodic filings with the SEC, which can be accessed at www.take2games.com. All forward-looking statements are qualified by these cautionary statements and apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

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