

Rockstar Games Announces New Downloadable Content Plans for Red Dead Redemption

July 8, 2010 11:02 AM ET

Future packs add new characters, weapons and active map locations to Free Roam and competitive multiplayer modes

NEW YORK, Jul 08, 2010 (BUSINESS WIRE) --

Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is proud to announce plans for an ongoing series of downloadable content for the highly acclaimed open world game, **Red Dead Redemption**. Four packs of add-on downloadable content will be released for the PlayStation(R)Network for the PlayStation(R)3 computer entertainment system and the Xbox LIVE(R) online entertainment network* over the next few months, starting with the **Legends and Killers Pack** at the beginning of August 2010, and culminating with the **Red Dead Redemption 'Undead Nightmare' Pack** this fall. The packs follow the recent release of the free **Outlaws To The End Co-Op Mission Pack**, which is currently available on PlayStation Network and Xbox LIVE.

"We want to continue to provide **Red Dead Redemption**'s fans with a steady supply of innovative new content," said Sam Houser, founder of Rockstar Games. "Our goal is to continue to pack as much entertaining gameplay and as many surprises as we can into the massive world of **Red Dead Redemption** over the coming months."

The upcoming downloadable content for **Red Dead Redemption** includes:

Legends and Killers Pack

New active map locations, characters and more:

- Release date: beginning of August 2010;
- 9 new multiplayer map locations -- more than doubling the amount of territories in the multiplayer competitive modes;
- 8 new multiplayer characters -- play as characters from **Red Dead Revolver**;
- Introducing a new projectile weapon: the Tomahawk, with corresponding challenges for single-player and multiplayer gameplay;
- New achievements and trophies;
- Pricing: \$9.99 (PlayStation Network), 800 Microsoft Points (Xbox LIVE).

Liars and Cheats Pack

New competitive modes, multiplayer mini-games in Free Roam, and more:

- Release date: TBC;
- Attack and Defend multiplayer competitive mode and challenges;
- New multiplayer horse races, complete with mounted combat;
- Play as the heroes and villains of **Red Dead Redemption**, as well as 8 additional multiplayer characters;
- Multiplayer versions of Liars Dice and Poker from the single-player game;
- Introducing a new weapon: the Explosive Rifle, with associated challenges available in single-player and multiplayer gameplay;
- New achievements and trophies;
- Pricing: \$9.99 (PlayStation Network), 800 Microsoft Points (Xbox LIVE).

Free Roam Pack

Delve deeper into the world of **Red Dead Redemption** with new modes, challenges and gang hideouts to discover:

- Release date: TBC;
- Additional Free Roam challenges;

- New action areas and defensive placements;
- Posse scoring and leaderboards;
- New anti-griefing measures in Free Roam;
- Pricing: TBC.

Undead Nightmare Pack

Ghost towns and cemeteries come alive in a West gone horribly wrong:

- Release date: TBC;
- Brand new single-player adventure, challenges and quests;
- 8 new multiplayer zombie characters;
- Additional animals unleashed in the world;
- New dynamic events and more;
- Pricing: \$9.99 (PlayStation Network), 800 Microsoft Points (Xbox LIVE).

More details on these upcoming packs and other updates will be revealed closer to each release.

Red Dead Redemption employs Rockstar Games' signature high production values and open-world approach to create the experience of life as an outlaw on the frontier during the dying days of the American West. Alongside an epic single-player story, ***Red Dead Redemption***'s multiplayer delivers a massive world full of ambient challenges to participate in with friends, limitless freedom, constant unlockable awards for gameplay progression and a wide range of competitive game types that are perfectly matched to the game's Western setting. From Free Roam challenges to hardcore competitive playlists, ***Red Dead Redemption***'s multiplayer is fun for players of any skill level.

For more news and information, visit the official ***Red Dead Redemption*** website (<http://www.rockstargames.com/reddeadredemption>); become a friend of Rockstar Games on Facebook (<http://www.facebook.com/rockstargames>); or follow Rockstar Games on Twitter (twitter.com/rockstargames).

****Requires Xbox LIVE Gold Membership for online play.***

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer and publisher of interactive entertainment software games for the PC, PlayStation(R)3 and PlayStation(R)2 computer entertainment systems, PSP (R) (PlayStation(R)Portable) system, Xbox 360(R) video game and entertainment system from Microsoft, Wii(TM), Nintendo DS(TM), iPhone(TM), iPod(R) touch and iPad. 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. 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 <http://www.take2games.com>.

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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 ability to raise capital if needed and risks associated with international operations. Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2009, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended April 30, 2010, and the Company's other periodic filings with the SEC, which can be accessed at <http://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.

SOURCE: Take-Two Interactive Software, Inc.

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