



2K Announces Voice Talent for Family Guy Video Game

New York, NY – August 24, 2006 – "Victory is mine" declared 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), as it announced today that Seth MacFarlane, creator and producer of the popular hit television series Family Guy, and the rest of the cartoon's main cast will expand their involvement with the Family Guy official video game. MacFarlane, alongside Mila Kunis, Seth Green, Alex Borstein, and Adam West are all on board to provide voice over talent in 2K's upcoming Family Guy video game, scheduled to appear on current generation systems this fall.

As the lead voice talent of the Family Guy video game, MacFarlane will set the comedic tone in the game's world by providing his 'freakin' sweet' voice over for the game's main playable characters such as the lovable oaf Peter Griffin, his world domination-obsessed son Stewie, and Brian Griffin, the family dog. To further immerse players in the Family Guy universe, additional actors will be reprising 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.

"We are excited to have Seth MacFarlane involved in the Family Guy video game," said Christoph Hartmann, President, 2K. "MacFarlane's voice alongside the other popular talent on board – Seth Green, Mila Kunis, Alex Borstein and Adam West - will definitely bring the humorous story and animated world of Family Guy to life in this must-have game for fans of the show."

The Family Guy DVDs rank at the top of the DVD sales charts and the show regularly attracts almost nine million viewers each week. In addition, MacFarlane recently received an Emmy Award for Outstanding Voice-Over Performance for his role as Stewie Griffin.

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 Superbowl 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

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About Take-Two Interactive Software, Inc.

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® game console,

PlayStation®2 computer entertainment system, PSP® (PlayStation®Portable) system, Xbox® and Xbox 360™ video game and entertainment systems from Microsoft, Nintendo GameCube™, Nintendo DS™ and Game Boy Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, 2K and 2K Sports, and Global Star Software; and distributes products 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, 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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