



Rockstar Games and Interscope Records Announce Partnership for Grand Theft Auto: San Andreas Soundtrack

New York, NY - September 3, 2004 - Rockstar Games, the world-renowned publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), and Interscope Records, a part of Universal Music Group, proudly announce a joint venture for the soundtrack to Grand Theft Auto: San Andreas, one of the most highly-anticipated video games in history. The details surrounding the artists and track listings on the soundtrack will be kept tightly under wraps until the weeks leading up to the game's launch on October 19, 2004 for the PlayStation®2 computer entertainment system.

"Grand Theft Auto: San Andreas takes place in the early 1990's in a fictional west coast setting, so fans of the blockbuster series can expect the soundtrack to cover the full spectrum of music genres and reflect the sound, vibe and feel of the FM radio dial from that time period," stated Terry Donovan, CEO of Rockstar Games. "The in-game radio stations featured in Grand Theft Auto have been one of the most celebrated and revolutionary aspects of the game since its inception. Through our partnership with Interscope Records, we are confident that the Grand Theft Auto: San Andreas soundtrack will continue to reach new standards of excellence and creativity, and will exceed anything that the video game industry or Hollywood have ever produced in terms of size, scope and depth."

"We are happy to be working with Rockstar Games on the soundtrack to Grand Theft Auto: San Andreas," said Jimmy Iovine, Chairman of Interscope Geffen A&M Records. "I believe that the enormous effort both companies have made in putting the soundtrack together has resulted in something truly special that will be reflected in both the game and the soundtrack albums." Developed by world class designers Rockstar North, Grand Theft Auto: San Andreas is the next installment in the blockbuster franchise that has redefined interactive entertainment and has exceeded 32 million units in total worldwide sales to-date.

About Universal Music Group

Universal Music Group is the world's leading music company with wholly-owned record operations or licensees in 71 countries. Its businesses also include Universal Music Publishing Group, one of the industry's largest global music publishing operations. Universal Music Group consists of record labels Decca Record Company, Deutsche Grammophon, Interscope Geffen A&M Records, Island Def Jam Music Group, Lost Highway Records, MCA Nashville, Mercury Records, Mercury Nashville, Philips, Polydor, Universal Music Latino, Universal Motown Records Group, and Verve Music Group as well as a multitude of record labels owned or distributed by its record company subsidiaries around the world. The Universal Music Group owns the most extensive catalog of music in the industry, which is marketed through two distinct divisions, Universal Music Enterprises (in the U.S.) and Strategic Marketing and Commercial Affairs (outside the U.S.). Universal Music Group also includes eLabs, a new media and technology division.

Universal Music Group is a unit of Vivendi Universal, a global media and communications company.

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® game console, PlayStation®2 computer entertainment system, Xbox®, Nintendo GameCube™ and Game Boy® Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, Gathering 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, Vienna, Milan, Sydney, Breda (Netherlands) 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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Safe Harbor Statement under the Private Securities Reform Act of 1995: This press release contains forward-looking statements made in reliance upon the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws. Such forward-looking statements are based on the beliefs of our management as well as assumptions made by and information currently available to them. The Company has no obligation to update such forward-looking statements. Actual results may vary significantly from these forward-looking statements based on a variety of factors. These important factors are described in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2003 and on Form 10-Q for the quarter ended April 30, 2004 in the section entitled "Cautionary Statement and Risk Factors".

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