



## Rockstar Games Announces Max Payne 3 for Winter 2009

**New York, NY – March 23, 2009** – Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is proud to announce that Max Payne 3 is currently in development and scheduled for a winter 2009 release on the Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system and PC. Developed by Rockstar Vancouver, Max Payne 3 tells the story of a retired police detective embroiled in a world of corruption, turmoil and intense violence.

The award-winning Max Payne franchise put players in the role of Max Payne, a hard-boiled New York City detective with a penchant for violence, out to avenge the death of his family. The latest installment delivers more of the classic elements and hyper-intense action that fans have come to love, while moving the story of Max in a new direction.

"We're starting a new chapter of Max's life with this game," said Sam Houser, Founder of Rockstar Games. "This is Max as we've never seen him before, a few years older, more world-weary and cynical than ever. We experience the downward spiral of his life after the events of Max Payne 2 and witness his last chance for salvation."

Since leaving the NYPD and New York itself behind, Max has drifted from bad to worse. Double-crossed and a long way from home, Max is now trapped in a city full of violence and bloodshed, using his weapons and instincts in a desperate search for the truth and a way out.

Max Payne 3 will be available in winter 2009 for Xbox 360, PLAYSTATION 3 and PC.

For more information, log onto [www.rockstargames.com/maxpayne3](http://www.rockstargames.com/maxpayne3).

### 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, 2K Games, 2K Sport and 2K Play; and distributes software, hardware and accessories in North America through its Jack of All Games subsidiary. 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](http://www.take2games.com).

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### Cautionary Note Regarding Forward-Looking Statements

This press release may contain 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 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 realization of the anticipated benefits from our recent business reorganization, 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, the matters relating to the Special Committee's investigation of the Company's stock option grants and the claims and proceedings relating thereto (including stockholder and derivative litigation, actions by the SEC and/or other governmental agencies and negative tax or other implications for the Company resulting from any accounting adjustments or other factors) and risks associated with the Company's concluded process to evaluate its strategic alternatives including stockholder litigation arising therefrom. 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 January 31, 2009, and the Company's other periodic filings with the SEC, which can be accessed at [www.take2games.com](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.

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