



Conquer the World in the Palm of Your Hand with Sid Meier's Civilization® Revolution™ for iPhone™ and iPod®

2K Games and the gaming industry's leading strategy developer, Firaxis Games, introduce the award-winning Civilization® franchise to iPhone and iPod touch gamers at a special introductory price

New York, NY – August 10, 2009 – 2K Games announced today that Sid Meier's Civilization® Revolution™ is now available for the iPhone™ and iPod touch. Sid Meier's Civilization Revolution for iPhone and iPod touch contains hundreds of hours of gameplay from veteran game developer Firaxis Games. As a special offer for fans, Sid Meier's Civilization Revolution is available for the introductory price of \$4.99 for the first 48 hours before it moves to its standard price of \$9.99.

"Sid Meier's Civilization Revolution was a big success for us last year on the consoles and handheld systems," said Christoph Hartmann, president of 2K. "Now, the iPhone platform gives us the opportunity to introduce an entirely new audience to the addictive gameplay of the Civilization® franchise."

Sid Meier's Civilization Revolution for iPhone and iPod touch brings Civilization Revolution's renowned gameplay, including 16 playable civilizations, multiple difficulty levels, an integrated tutorial and more to mobile users. The iPhone version features new graphics and an entirely new gesture-based interface that takes advantage of the power of the platform.

"We're thrilled to deliver our signature strategy game on such an exciting and dynamic platform," said Sid Meier, director of creative development at Firaxis Games, and lead designer on Sid Meier's Civilization Revolution. "We choose platforms based on where we feel consumers will have the best gameplay experience with our titles, and the iPhone allows us to introduce this gameplay to mobile consumers - new and old."

As one of the most respected franchises in the gaming industry, the Civilization series has sold more than 9 million units worldwide. In 1991, Sid Meier put computer gaming on the map when he first delivered Civilization to the PC gaming world, launching the "God Game" genre and creating one of the most award-winning and addictive strategy series of all time. Built specifically for console and handheld systems, Sid Meier's Civilization Revolution features the franchise's fastest pick-up-and-play action to date and still honors the most beloved elements from the core series: strategic global reign and encounters with history's most intrepid leaders.

Sid Meier's Civilization Revolution for the iPhone and iPod touch is now available in North America via Apple's App Store for \$4.99 for the first 48 hours and \$9.99 thereafter. iTunes® users can visit www.civilizationrevolution.com/iphone/buy to purchase this version of the game*. For more information, please visit www.civilizationrevolution.com/iphone.

2K Games is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO).

*The iTunes application is required to link to the purchase website.

About Firaxis Games

Firaxis Games™ is one of the world's premier game development studios, and home of legendary designer Sid Meier. Firaxis has developed some of the most successful and award-winning computer and video games on the market today including: 2005 PC Game of the Year - Sid Meier's Civilization IV®, the expansions Civilization IV: Warlords®, and Civilization IV: Beyond The Sword™, the blockbuster Sid Meier's Civilization® III series, Sid Meier's Pirates!® (PC, Xbox® and PSP®), Sid Meier's SimGolf™ and Sid Meier's Railroads!™. Firaxis legacy titles include the Sid Meier's Civil War Series!™ (Gettysburg!, Anti and South Mountain), and the Sid Meier's Alpha Centauri® series. In 2005, Firaxis Games was acquired by Take-Two Interactive Software, Inc., joining its 2K publishing label. The company recently released Sid Meier's Civilization® Revolution™ for console and handheld platforms and Sid Meier's Civilization IV: Colonization™ for Windows PCs to great critical acclaim.

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, 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, actions by 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 April 30, 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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