



## **2K Play Presents Ringling Bros. and Barnum & Bailey™ for Wii™ and Nintendo DS™**

### **Bring The Greatest Show On Earth® from the Big Top to under your roof top!**

New York, NY – November 10, 2009 – Ladies and gentleman, children of all ages, 2K Play and Feld Entertainment today proudly announce that Ringling Bros. and Barnum & Bailey™, the ultimate circus experience for Wii™, is now available at retailers across North America. This holiday season, Ringling Bros.® circus fans can get into the act and perform jaw-dropping stunts, breath-taking acrobatics and even "clown around" under the Big Top with their family and friends. For players out and about who are looking for circus fun, Ringling Bros. and Barnum & Bailey™: Circus Friends Asian Elephants is now available for Nintendo DS™.

"The interactive world of Wii and Nintendo DS allows circus fans to experience the wonderment and spectacle of Ringling Bros. in an exciting new way that takes them from spectator to performer," said Nicole Feld, Ringling Bros. producer and Feld Entertainment Executive Vice President.

Ringling Bros. and Barnum & Bailey for Wii features more than 40 action-packed games that test the circus skills of even the most highly trained professionals. Gamers can soar through the air as a human cannonball, perform with magnificent Bengal tigers, defy gravity on a motorcycle in the Spherical Miracle, dazzle the crowd with aerial acrobatics, and dance with an exotic Asian elephant. Only the best will become certified to perform in front of thousands in the exciting ZING ZANG ZOOM™ and Barnum's FUNundrumSM show venues!

"Precision and concentration are important if players want to make it to the Big Top in this new game," said Daniel Raffo, a fifth-generation Ringling Bros. performer, who has presented tigers for over 25 years. "It doesn't hurt to have courage either, especially when those felines get feisty."

"While the big cats get your adrenaline rushing, you can only experience real exhilaration by soaring 50 feet above the arena floor," added George Caceres, the youngest Ringling Bros. performer ever to catch a triple somersault. "To triumph on the trapeze in this game, you need grace and impeccable timing."

"The trapeze does seem to require some skill," said Dustin Portillo, Boss Clown with the infamous Ringling Bros. Clown Alley. "However, there is a true science to taking a cream pie to the face and you can master that playing Ringling Bros. and Barnum & Bailey™ for Wii."

Also in stores today, Ringling Bros. and Barnum & Bailey: Circus Friends Asian Elephants for Nintendo DS, gives pachyderm enthusiasts the ability to care for their very own Asian elephant. Gamers must ensure their playful pal eats well, stays clean and healthy, and gets daily exercise. Once the proper training program has been implemented, their circus friend can star and show off in The Greatest Show on Earth™!

Through an exclusive license with Feld Entertainment, 2K Play will market the games at select performances of Ringling Bros. and Barnum & Bailey. Ticketholders will receive promotional information about the games at the arena and colorful point-of-sales displays will highlight the game features.

Both titles were developed by 2K's Cat Daddy Games studio, the developers of the multi-million seller Carnival Games, and are rated E for everyone by the ESRB. Ringling Bros. and Barnum & Bailey for Wii is available for \$39.99 and Ringling Bros. and Barnum & Bailey: Circus Friends Asian Elephants for Nintendo DS is available for \$29.99 at major retailers across North America.

For additional information about the Ringling Bros. and Barnum & Bailey games, visit [www.Ringlingbrosgame.com](http://www.Ringlingbrosgame.com) or to view a complete Ringling Bros. tour schedule, visit [www.Ringling.com](http://www.Ringling.com).

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

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 (PS3™) 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](http://www.take2games.com).

#### About Feld Entertainment

Feld Entertainment is the world's leading producer and presenter of live family entertainment. A privately owned and operated family company, Feld Entertainment is the parent company of Ringling Bros. and Barnum & Bailey®, Feld Motor Sports, Disney On Ice, and Disney Live! With more than 5,000 performances annually and tours in over 65 countries on six continents, the company's shows are seen by more than 30 million people each year.

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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, and 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 and negative tax or other implications for the Company resulting from any accounting adjustments or other factors). 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 July 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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