



Rockstar Games Announces Beaterator Now Available In Stores and For Digital Download on PlayStation Network

New York, NY – September 29, 2009 - Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is proud to announce that Rockstar Games and Timbaland present Beaterator is now available in North America for Sony's PSP® (PlayStation®Portable) system in stores and for digital download on the PlayStation®Network. Developed by Rockstar Leeds, Beaterator combines the power of music creation with unparalleled ease-of-use and accessibility for people of all ages and skill levels. Beaterator will be available at retail on UMD® and digitally from the PlayStation Network internationally on October 2, 2009.

"Beaterator is a new direction for interactive music," said Sam Houser, Founder of Rockstar Games. "What makes Beaterator truly astounding is that literally anyone can be up and making music within minutes."

"My partnership with Rockstar Games has resulted in something amazing," said Grammy Award-winning producer, Timbaland. "Beaterator puts studio-quality production tools in your pocket, and makes them easy enough for anyone to use."

Beaterator is a professional-level, portable studio that guides users through the process of constructing beats and songs with thousands of loops and sounds made by both Timbaland and Rockstar. Jam in Live Play mode with genre-specific templates, or jump into Song Crafter to compose original drum beats, melodies, and even record vocals. No matter the skill level, Beaterator puts the power to make studio-quality music at peoples' fingertips in a format that's portable, accessible and fun.

Beaterator has received outstanding press across the board: USA Today called Beaterator "a powerful, portable music studio for your back pocket." Wired says Beaterator "teaches children (and adults) the fundamentals of song-crafting by removing the sense of intimidation" around music creation. Top digital music site, CreateDigitalMusic claims Beaterator "could be a revelation." MTV exclaimed that Beaterator is "one of the most interesting titles coming to the PSP this year." Gaming site, Kotaku raves "Beaterator is digital music creation made easier." GameSpy elaborated, stating "the difference between Beaterator and these rhythm/music games is that here you're creating music, not imitating it."

Beaterator is rated E for Everyone by the ESRB and will also be available later this fall on the iPhone™ and iPod touch. For more information, log onto www.rockstargames.com/beaterator.

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.

All trademarks and copyrights contained herein are the property of their respective holders.

"PlayStation", "PS" Family logo, "PSP", and "UMD" are registered trademarks of Sony Computer Entertainment Inc. "UMD" is a registered trademark of Sony Computer Entertainment Inc.

iPhone, iPod and iTunes are trademarks or registered trademarks of Apple Inc.

Cautionary Note Regarding Forward-Looking Statements

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. 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.

###