



Rockstar Games Presents the Beaterator Band Challenge

Competition Offers Artists the Chance to Win \$5,000 and Be Featured on the PlayStation®Network

New York, NY – October 5, 2009 - Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is proud to announce the launch of the Beaterator Band Challenge, a competition that will offer the millions of artists and bands on MySpace the opportunity to win \$5,000 by creating a track using the song-crafting tools provided by Rockstar Games and Timbaland present Beaterator, the new, revolutionary mobile music-making application available now for Sony's PSP® (PlayStation®Portable) system.

To enter the Beaterator Band Challenge, artists must fill out an entry form at <http://beaterator.ign.com>. Rockstar Games will choose up to 100 bands and musical artists as semi-finalists and will provide them with a PSP system and a copy of Beaterator, including all the information necessary to create a song using this powerful software. Each semi-finalist that submits a qualifying Beaterator track will be showcased on the contest website, and the MySpace and IGN communities will have the opportunity to vote for their favorite submissions.

The winning artist or band will receive \$5,000, have their winning track featured on the PlayStation®Network - which is visited by millions of PlayStation owners every day, and they will also have the opportunity to be featured on the MySpace homepage.

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

For more information on the Beaterator Band Challenge including full contest rules, please visit <http://beaterator.ign.com>.

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.

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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. 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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