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New York, NY – October 29, 2009 - Rockstar Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), is proud to announce that Grand Theft Auto: The Ballad of Gay Tony is now available for download exclusively from the Xbox LIVE Marketplace and at retail stores everywhere as part of Grand Theft Auto: Episodes From Liberty City for the Xbox 360® video game and entertainment system from Microsoft. For the first time ever, players are invited to experience The Lost and Damned and The Ballad of Gay Tony, two complete games, together on a single disc as Grand Theft Auto: Episodes From Liberty City. The disc-based offering does not require Internet connectivity or a copy of Grand Theft Auto IV.

"We're thrilled to share the final chapter of this epic Liberty City tale," said Sam Houser, Founder of Rockstar Games. "The team at Rockstar North has exceeded every expectation with The Ballad of Gay Tony, creating an explosive conclusion to the Grand Theft Auto IV saga."

In The Ballad of Gay Tony, players assume the role of Luis Lopez – right-hand man, bodyguard, and confidant to Tony Prince, the nightlife impresario of Liberty City. Luis' story explores Liberty City's high-end nightlife as he struggles to balance the temptations of money and vice with family loyalties. In addition to new story missions, The Ballad of Gay Tony introduces a host of new vehicles, weapons, music, television content, multiplayer features, and side activities such as base jumping and managing Tony's various clubs.

Grand Theft Auto: Episodes From Liberty City features The Ballad of Gay Tony and the first downloadable episode, The Lost and Damned, in which players explore Liberty City's seedy underbelly as Johnny Klebtiz of The Lost motorcycle club. The Lost and Damned boasts a darker story complemented by additional metal and hard rock tracks along with gang warfare-based gameplay.

Critics are raving, The New York Times says, "with Gay Tony, Rockstar Games has gleefully ripped the final vestiges of plausible realism away from Liberty City in favor of over-the-top action...Gay Tony is one of those great, rare games in which you can lose yourself for hours just exploring and discovering new things to do."

IGN.com scored The Ballad of Gay Tony a 9.2/10, stating, "The Ballad of Gay Tony is the perfect way to close out the GTA IV saga."

In awarding the game a 9.25/10, Game Informer stated, "The Ballad of Gay Tony delivers more explosive weapons, death-defying missions, and off-the-wall characters... Don't miss your chance to close out the GTA IV experience in style."

Grand Theft Auto: The Ballad of Gay Tony, rated M for Mature by the ESRB, is available for download now via Xbox LIVE Marketplace for 1600 MS points, and as part of Grand Theft Auto: Episodes From Liberty City at retail stores everywhere for \$39.99 / £34.99 / €45.

For more information, log onto www.rockstargames.com/episodesfromlibertycity.

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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