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FOR IMMEDIATE RELEASE

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ROCKSTAR GAMES ANNOUNCES WILD METAL COUNTRY FOR SEGA® DREAMCAST™

Groundbreaking Game Slated for Sega Dreamcast Launch in September 1999

Los Angeles, CA -- Rockstar Games, the high end video game console division of Take-Two Interactive Software, Inc. (NASDAQ:TTWO) announced today the development of *Wild Metal Country*, an action-shooter for Sega Dreamcast. The title, developed by Scotland's DMA-Design, Ltd., is scheduled to be available at the launch of the new Sega Dreamcast video game system, September 9, 1999.

Wild Metal Country places the player in control of an armored war machine. Players assume the role of an intergalactic bounty hunter, who have been employed to attempt to retake the power cores and disrupt the machine civilizations of the Tehric System. Five lethal vehicles to choose from, unique weapons and over 20 levels traversing three worlds set the stage for a brilliant action-adventure. In addition to the single player game, two player split-screen battles can be waged and support of Sega Dreamcast Internet capabilities is planned as well.

Taking full advantage of Sega Dreamcast technological advancements, *Wild Metal Country* is based on the proprietary DMA's 3DMA graphics engine, which allows for higher polygon counts and more realistic vehicle and weapon physics. Additionally, the game utilizes all eight megabytes of Sega Dreamcast's available texture RAM for richer, more varied environments. DMA's Dynamic Sample Layering technology gets its first outing in *Wild Metal Country*. This revolutionary sound system assigns levels of detail to sounds, allowing more sound detail to be added the closer objects get to the player, giving *Wild Metal Country* realistic audio environment.

DMA-Design, Ltd., a subsidiary of the Gremlin Group (FTSE: GGP), continues its relationship with Rockstar Games having just completed development of *Grand Theft Auto: London 1969*. DMA also developed the acclaimed *Grand Theft Auto* and *Space Station: Silicon Valley* for Take-Two.

"We are extremely excited to have *Wild Metal Country* be part of the Sega Dreamcast launch," said Sam Houser, President of Rockstar Games. "Utilizing Sega Dreamcast's capabilities, *Wild Metal Country* gives gamers an experience that pushes the gaming envelope."

Sega of America is the arm of Tokyo, Japan-based Sega Enterprises, Ltd., responsible for the development, marketing and distribution of Sega videogame systems and videogames in the Americas. Sega Enterprise, Ltd. is a nearly \$3.0 billion company recognized as the industry leader in interactive digital entertainment media, and is the only company that offers interactive entertainment experiences both inside and outside the home. Sega of America's World Wide Web site is located at <http://www.sega.com>.

Take-Two Interactive Software, Inc. is an integrated global developer, marketer, distributor, and publisher of interactive entertainment software games and accessories for the PC, Sony PlayStation, Nintendo 64, Nintendo Game Boy Color and the Sega Dreamcast. Take-Two is headquartered in New York City, with publishing, marketing, and sales offices in the United Kingdom, Germany, France, and Australia and a licensing office in Japan. The Company owns and operates the following development and/or publishing studios: Rockstar Games, Mission Studios, GearHead Entertainment, Tarantula Studios, Alternative Reality Technologies and TalonSoft. The Company maintains a broad reaching partnership with, and 19.9% equity interest in, Gathering of Developers, the Dallas based corporate union of six of the world's premier game development companies. The Company's Jack of All Games subsidiary is a global value added distributor of entertainment software with distribution offices in Cincinnati, New York, London, Paris, Oslo, Stockholm, Copenhagen and Sydney. The Company owns and operates DVDWave.com, a Berkeley, California based Internet retailer of DVD movies. All trademarks and copyrights contained herein are the property of their respective holders.

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