



universal**entertainment**equipment

## JOYTECH Unveil a New Era of Entertainment

**Windsor, England – February 5<sup>th</sup> 2004**

JOYTECH Europe LTD, Europe's leading manufacture of Third Party Video Game Peripherals and a division of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), are pleased to announce the release of the **AV Control Center**, the first product to launch in their exciting new 'UEE' (*Universal Entertainment Equipment*) range.

Like each product in the new UEE range, the AV Control Center combines style, sophistication and simplicity to deliver innovative 'Cutting Edge' technology, designed to appeal to both a gaming audience, as well as the rapidly growing Home Entertainment market

The AV Control Center has been designed to eliminate the tiresome inconvenience and logistical headache of plugging and unplugging hoards of cables from the back of a standard TV set or Hi-Fi. With many homes possessing numerous pieces of AV Equipment, the AV Control Center acts as a central hub, connecting up to four individual pieces of AV Equipment to just one set of TV and / or Hi-Fi connection.

Featuring Four RGB SCART Inputs, Four S-Video Inputs, Four Composite Video and Stereo Audio RCA Inputs, and Four Digital Optical Inputs, alongside one matching set of Outputs for connection to a TV and / or Hi-Fi, the AV Control Center offers the consumer a generous choice of all popular methods of AV connection, making it compatible with virtually any source of AV Equipment available.

The AV Control Center comes complete with a Slim Line Remote Control, allowing for convenient operation, and making the switching of AV sources child's play. Stylishly fashioned in either a Black or Silver finish, the AV Control Center has been designed to seamlessly blend with all popular forms of current AV Equipment.

Peter Jackson, Product Development Manager in charge of the UEE range, details the technology used for the AV Control Center. "As our first product in the new range, we spent considerable research and development time, refining the unit, until we were satisfied with the quality. The

Home Entertainment market is a competitive one, thus we worked tirelessly to introduce cost effective technology that would bring something new to the market. Unlike many AV switcher units available, ours features full RGB compatibility for the SCART Sockets, as well as provide equal numbers of each connection, including Digital Optical Inputs, a feature still rare on such equipment. Ours also features fully autonomous operation, with no need to manually push buttons or switches, and thanks to the elegant design of the unit, consumers can keep their connections safe and tidy, and not feel the need to hide the unit away from display. Featuring our unique Auto Signal Regulator, and Advanced Screening technology, consumers can ensure that each connection will look as good, if not better than connecting directly to the TV, and that each AV Source will remain rock solid, stable and NOT interfere with each other.”

The AV Control Center is available now for a UK SRP of £29.99

JOYTECH – Switched On.

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**For further information on JOYTECH peripherals, please visit: [www.joytech.net](http://www.joytech.net)**

**JOYTECH Europe is a fully owned subsidiary of Take-Two Interactive Software**

#### **About Take-Two Interactive Software**

Headquartered in New York City, Take-Two Interactive Software, Inc. is an integrated global developer, marketer, distributor, and publisher of interactive entertainment software games and accessories for the PC, PlayStation(R) game console, PlayStation(R)2 computer entertainment system, Xbox(TM) video game system from Microsoft(TM), Nintendo GameCube(TM) and Nintendo Game Boy Advance(TM). The Company publishes and develops products through its wholly owned subsidiary labels: Rockstar Games, Gotham Games, Gathering, Joytech and Global Star. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Vienna, Milan, Sydney, Amsterdam and Auckland. Take-Two'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).

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