

JOYTECH Back the Boy!

JOYTECH, world-wide leaders in peripheral entertainment, are poised to unveil their opening range of accessories designed for use with the Nintendo® GameBoy Advance™ SP.

JOYTECH's latest series of peripherals, continues the companies reputation for offering gamers outstanding quality, refreshing innovation, and market leading prices.

JOYTECH plan to offer consumers a comprehensive series of essential accessories, available immediately after the UK launch of the console. Included in the initial line up are the following accessories:

- Carry Pouch– Attaches to belt for safe and scratch free transport
- Stereo Earphone Adapter – Allows use of stereo headphones for private play
Stereo Earphones – Stylish and comfortable design provides dynamic stereo sound
- Link Cable - Allows GameBoy Advance™ SP players to play simultaneously
- In-Car Adapter – Powers your console through standard car cigarette socket
- Carry Case - Tough Durable Portable Protection for your GameBoy Advance™ SP
- USB Charger Cable – Charges the GameBoy Advance™ SP from any powered USB Socket
- Travel Pack – Featuring the Carry Pouch, Stereo Earphone Adapter/Stereo Earphones, Link Cable, In-Car Adapter.

Ray Smith, UK Sales Manager comments on the exciting new series of peripherals. "We believe that our range of SP accessories continues JOYTECH's fine reputation for delivering peripherals that players can identify as different, exciting, and offering unparalleled value for money. Products such as the USB Charger Cable show that JOYTECH's development team is truly on the cusp of emerging technology. We're thrilled with our latest range, and are looking forward to introducing ever more innovative accessories throughout the coming year"

The JOYTECH GameBoy™ Advance SP Range – Small, yet perfectly formed...

JOYTECH –Live the Game.

For further information: Ray Smith. UK Sales Manager – 01753 496 704

For further information on JOYTECH peripherals, please visit: 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®, PlayStation®2, Xbox™, Nintendo GameCube™ and Nintendo Game Boy Advance. 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, Copenhagen, Milan, Sydney 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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