

# JOYTECH Adapt to Offer In-Car Entertainment

**Windsor, England – September 2<sup>nd</sup> 2003**

JOYTECH, one of Europe's leading third party peripheral companies, announce the imminent release of the astonishing In Car Adapter for the PlayStation®2 Console.

For the first time since the release of the console, consumers can safely power both the PlayStation®2 Console AND the JOYTECH PlayStation®2 7.2inch or 5.6inch Colour Monitors from any standard car lighter socket, heralding a new era of portable In-Car entertainment.

JOYTECH's ingenious In-Car Adapter works by transforming the 12Volt current, output by a standard car lighter socket, and converting it to a steady 230Volts required for powering both the console and JOYTECH Monitor, either simultaneously, or individually.

Peter Jackson, Product Development Manager for JOYTECH explains the technical challenges the team faced in designing the peripheral. "Unlike the GameCube™ console, the PlayStation®2 does not operate from a 12Volt supply, meaning that the peripheral needs to convert the power output safely and reliably, without straining the cars battery power. It was of paramount importance to us that the Adapter offered power not just for the console, but also to our 7.2inch or 5.6inch PlayStation®2 Colour Monitors, essentially offering the passengers a complete In-Car entertainment package. Technically the Adapter is an extremely advanced product, having been designed to constantly monitor the car's Battery power, and notify the gamer of any discrepancies in power output through a series of indicator lights. In order to ensure maximum possible safety, the Adapter has even been designed to automatically cut off all power should even the slightest drain be detected."

Ray Smith, UK Sales Manager for JOYTECH remarked upon the commercial interest surrounding the product. "Our PlayStation®2 Colour Monitors have been a resounding success for the company, and continue to be a consistent best selling peripheral. However, since the release of the product we have found ourselves inundated by press, retail, and consumers, demanding a solution for In-Car play. I am delighted that we can now offer gamers such a product and am positive that the innovation and remarkable value of the peripheral will ensure it the success it deserves"

The PlayStation®2 In-Car Adapter from JOYTECH – Powering Innovation.

JOYTECH –Live the Game.

**The JOYTECH PlayStation®2 In-Car Adapter is available end of September 2003 for an SRP of £29.99**

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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, Copenhagen, 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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