

JOYTECH and RFWaves Take the Lead...

Windsor, England – September 17th 2003

JOYTECH Europe LTD, leading manufactures of Third Party Video Game accessories and a division of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today a partnership with the company RFWaves LTD, which will lead to the creation of JOYTECH's forthcoming range of 2.4 GHz Digital Wireless Video Game Console Accessories.

As part of the partnership, RFWaves will supply bespoke RF Technology for use in JOYTECH's forthcoming range of Wireless Accessories, which are being designed and manufactured by JOYTECH's In-House designers and engineers.

Lee Guinchard, Managing Director of JOYTECH comments upon the partnership. "Gamers deserve a flawless RF Solution, and we believe that our range of wireless products will offer levels of reliability consumers have come to expect from a JOYTECH product, cementing our reputation as leaders in technical innovation, and quality."

Peter Jackson, Product Development Manager of JOYTECH explains a little about the advanced technology utilized in JOYTECH's wireless range. "Our technical teams in the UK and Far East spent much time researching RF technology, until we could achieve the strict levels of quality we continually strive for. The RFWaves system benefits hugely from operating on a frequency of 2.4GHz rather than the old standard of 915Mhz, with the transceivers boasting a remarkably quick response time operating at 1Mbps – 3Mbps (Mega Bits Per Second). This unusually high rate of data transfer produces our 'Fast Burst' system, offering gamers response times far more in line with standard wired controllers, rather than the poor 'Time Lag' effect evident on inferior RF solutions.

The 'High Throughput' of the transceivers has allowed us to include a number of advanced communication protocols, protecting against RF interference typically produced by everyday technology such as wireless LAN systems, or even microwave ovens. Our Intelligent Power Consumption with 'Fast Wakeup' times, and 'low Standby Current', dramatically increases battery life, whilst hidden PCB Printed Antennas allow gamers to use the controllers from up to 20 meters away."

RFWaves has spent the last four years developing their unique short-range RF technology solution, suitable for a wide array of consumer electronics products, and ideal for use in advanced Wireless Video Game Accessories.

Barry Volinskey, Vice President of Business Development at RFWaves commented, "JOYTECH possess an enviable reputation for cutting edge innovation in the video game peripheral sector, whilst RFWaves and its design partners offer JOYTECH comprehensive engineering support to enable the delivery of outstanding products for the gaming community. It is clear that with our RF technology, JOYTECH will be able to create a potent and sophisticated range of Wireless Accessories. We're delighted to be working alongside JOYTECH, and look forward to introducing our RF technology to gamers around the globe"

The first wave of JOYTECH's Wireless Controllers is scheduled for release in November 2003 for PlayStation®2 and Xbox™ Video Game Systems.

JOYTECH –Live the Game, loose the boundaries.

**For further information: Alex Verrey, PR and Communications Manager -JOYTECH – +44 (0)1753 496 707
Dan Fischer, Marketing Manager – RFWaves - +972-3-6344131**

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(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.

About RFWaves

RFWaves Ltd is a fabless semiconductor company providing innovative solutions for short-range RF applications. RFWaves technology is differentiated in the 2.4 GHz market by its low cost, low power consumption, small size, significant bit-rate (up to 3Mbps) and robust RF operation, addressing the market's fast growing need for inexpensive and reliable short-range connectivity. RFWaves targets

applications for which other products, such as Bluetooth or 802.11b, are either too expensive, too power intensive or too complex - this includes PC and game console peripherals, cellular and digital headsets, high-end toys, low-end video monitoring and many others. More information about RFWaves can be found on the Internet at www.rfwaves.com.

All trademarks and copyrights contained herein are the property of their respective holders.

Safe Harbor Statement under the Private Securities Reform Act of 1995: The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws. Such forward-looking statements are based on the beliefs of our management as well as assumptions made by and information currently available to them. The Company has no obligation to update such forward-looking statements. Actual results may vary significantly from these forward-looking statements based on a variety of factors. These important factors are described in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2002 and on Form 10-Q for the quarter ended July 31st, 2003.