

JOYTECH Re-Design Online

Windsor, England – December 9th 2004

JOYTECH Europe LTD, one of the worlds foremost manufactures of Third Party Video Game peripherals and a division of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today the re-launch of their new 'State of the Art' website.

Working in conjunction with Interactive Online Specialists '*TVG Media LTD*', the all-new website was painstakingly created from scratch over a six month period, and is the first step in a series of exciting 'Interactive Initiatives' being undertaken by the popular peripherals experts.

Home to some of the countries leading web talent, TVG Media LTD work with an impressive body of clients, and specialize in the Video Game sector, running and maintaining the world renowned '*Total Video Games*' website. Working in partnership with JOYTECH, TVG Media will maintain the companies website as well as create a series of Interactive Promotions, designed to inform, entertain, and drive sales. Karena Doherty, Brand Manager for JOYTECH explains a little behind the company's plans. "JOYTECH wished to greatly expand upon our online presence and thus found TVG Media to be the perfect partner in bringing our vision to fruition. Our new website represents the first step in our plans and will grow ever more sophisticated over the coming months. TVG's design skills and technical acumen are already being put to excellent use, and our planned initiatives for next year will build upon our impressive start with striking initiatives and campaigns that will set a new benchmark for our industry"

Ambitious in scope, the new JOYTECH website has been designed to cater for both consumer, retailer, and press, standing as a definitive information portal, and accessible in a multitude of languages in order to cater for a truly global audience. Stephen Leyton, Managing Director of TVG Media comments upon the new partnership. "We at TVG Media are excited about the opportunities the JOYTECH contract will allow, and share JOYTECH's passion for quality and innovation, working with them on numerous projects over the last eighteen months. As one of the largest manufacturer's of third party peripherals in Europe, we understand the importance of JOYTECH's online needs, and feel confident that we can convey the technical prowess, and desirability of JOYTECH's range to an online audience."

The new JOYTECH Website is now live, and viewable at www.joytech.net

JOYTECH – Live the Game.

For further information: Alex Verrey, PR and Communications Manager -JOYTECH – +44 (0)1753 496 707

Stephen Leyton, Managing Director - TVG Media - +44 (0)1275 831 676

For further information on JOYTECH peripherals, please visit: www.joytech.net

For the latest Video Game News, please visit: www.totalvideogames.com

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.

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.