

JOYTECH's Latest Retires the Wire...

Windsor, England – November 24th 2003

JOYTECH Europe LTD, leading manufactures of Third Party Video Game peripherals and a division of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today the launch of their new range of Wireless Video Game Accessories, for PlayStation®2 and Xbox™ Video Game Systems.

JOYTECH will launch the Wireless Analog Controller for PlayStation®2 and the Wireless 'Neo S' Controller for Xbox™ this November. Developed in conjunction with RFWaves, world leaders in RF Technology, JOYTECH's Wireless Accessories will offer gamers unprecedented wireless performance through bespoke RF technology.

Both the PlayStation®2 Wireless Analog Controller and the Xbox™ 'Neo S' Controller utilize a true 2.4GHz solution delivering a response time of anywhere from 1Mbps to 3Mbps (Mega Bits Per Second), an unusually high rate of data transfer that virtually eliminates 'Time Lag' effects commonly associated with Wireless Game Controllers. The RFWaves unique technology also ensures that the controllers are virtually impervious to outside interference commonly produced by everyday sources such as LAN (Local Area Networks), and Microwave Ovens.

JOYTECH's external design of the controllers and operational interface has been designed to match the technical elegance of the internal RF technology. Both the PlayStation®2 Wireless Analog Controller and the Xbox™ Wireless 'Neo S' Controller have been designed to be lightweight, yet durable, comfortable, and practical requiring only three slim-line 'AAA' Batteries providing an estimated 50 hours of operating time. Acutely aware of gamer's reluctance to complicate their favourite pastime, JOYTECH's Wireless Controllers incorporate a unique 'Jog Shuttle Wheel', located on the front of the controller, for convenient selection of the desired RF Channel (With eight switchable frequencies) when used in Multi Player Mode. JOYTECH's design allows for up to eight individual Wireless Controllers to be used simultaneously, with each receiver unit incorporating Automatic Indicator Lights, signaling a positive connection with the controller.

Furthering the list of features, JOYTECH's Wireless Controllers include a 'Vibration Activation Switch', allowing gamers to turn the vibration feature on and off at will, without having to return to the in game option menu, with the Xbox™ Wireless Controller also including Twin Expansion Modules built in to the receiver Unit, allowing gamers to utilize their Xbox™ Live headsets.

Peter Jackson, Product Development Manager for JOYTECH Europe, commented on the new Wireless Range from JOYTECH. "We at JOYTECH have delayed the introduction of our wireless range waiting until we could deliver a reliable solution at a cost effective price. By working in conjunction with RFWaves our development teams have managed to deliver a remarkable product that truly showcases the benefits of wireless technology. We are confident that gamers will instantly recognize and appreciate the considerable advantages our controllers offer over inferior RF technology."

Both the PlayStation®2 Wireless Analog Controller and the Xbox™ Wireless 'Neo S' Controller will be on sale from all leading retailers at the end of November 2003.

JOYTECH –Live the Game – Take the Lead.

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

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, 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.

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