



## 2K Games Announces August 24, 2010 North American Street Date for Mafia® II

**Epic mobster video game combines rich storytelling with the style and vices of the '40s and '50s for high-stakes third-person shooter**

**New York, NY - March 25, 2010** - 2K Games announced today that *Mafia® II* will be available in North America on August 24, 2010 and internationally on August 27, 2010 for the PlayStation®3 computer entertainment system, the Xbox 360® video game and entertainment system from Microsoft, and Windows PC. *Mafia II* is currently in development by 2K Czech, the same creative team behind the award-winning, genre-defining *Mafia®*, which captivated millions of gamers around the world.

Through a compelling narrative, *Mafia II* transports gamers into the dark and unforgiving world of the Mafia. The fiction is embellished by a sophisticated, era-evoking atmosphere that meticulously replicates the clothing, cars, music and advertising of 1940's and 1950's Americana. Players will easily become immersed in the game's cinematic Hollywood-style experience with strong, believable characters in a living, breathing metropolis. By fusing high-octane gunplay with white-knuckle driving and an engaging narrative, *Mafia II* looks to be the industry's most compelling Mafia title to date. According to *IGN.com*, "*Mafia II* is definitely at the top of our most wanted lists."

Born the son of a poor immigrant, Vito is a beaten down Italian-American who is trying to escape the life of poverty that consumed his childhood. Vito, along with his lifelong friend, Joe, will descend into the world of organized crime. Looking to escape the life of hardship that his father led, Vito dreams about becoming a "made man," and together with Joe, will work to prove themselves to the Mafia as they try to make their names on the streets. However, the two quickly realize that life as a wise guy isn't quite as glamorous as it seems.

Additionally, *Mafia II* will be playable by the public for the first time at the Penny Arcade Expo East (PAX East) being held at the Hynes Convention Center in Boston, Massachusetts from March 26 - March 28 at the 2K Games booth (booth #103).

*Mafia II* is rated M for Mature by the ESRB. For more information on *Mafia II*, please visit [www.mafia2game.com](http://www.mafia2game.com).

2K Games is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO).

### About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer and publisher of interactive entertainment software games for the PC, PlayStation®3 and PlayStation®2 computer entertainment systems, PSP® (PlayStation®Portable) system, Xbox 360® video game and entertainment system from Microsoft, Wii™, Nintendo DS™, iPhone™ and iPod touch. The Company publishes and develops products through its wholly owned labels Rockstar Games and 2K, which publishes its titles under 2K Games, 2K Sports and 2K Play. The Company'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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and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including: our dependence on key management and product development personnel, our dependence on our Grand Theft Auto products and our ability to develop other hit titles for current generation platforms, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, our ability to raise capital if needed and risks associated with international operations. Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2009, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended January 31, 2010, and the Company's other periodic filings with the SEC, which can be accessed at [www.take2games.com](http://www.take2games.com). All forward-looking statements are qualified by these cautionary statements and apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

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