

## **MISSION**

JOYTECH North America, a division of Take-Two Interactive Software, Inc., is a maker of state-of-the-art interactive entertainment peripherals. Unlike other companies, JOYTECH designs and manufactures all of its products in-house. This successful formula enables the company to provide consumers with high-quality accessories at competitive prices and has made JOYTECH the largest third-party manufacturer of video game peripherals in Europe.

JOYTECH North America's goal is to strengthen its presence in the U.S. and Canada by continuing to provide its customers with innovative, trend-setting products.

## **HISTORY**

Founded in 1996 in the U.K., JOYTECH Europe Ltd. aimed to offer gamers high-quality, innovative video game console accessories at low-cost. Its in-house-oriented approach to the design, manufacture and distribution of video game peripherals struck an immediate chord with gamers and the company quickly achieved success and a reputation for developing high-quality products.

In 1999, JOYTECH was acquired by Take-Two Interactive Software, Inc., a global developer, marketer, distributor and publisher of interactive entertainment software games and accessories that publishes and develops products through Rockstar Games, 2K Games and Global Star Software. Concentrating on growing the company in Europe, JOYTECH soon became the number one supplier of third-party video game accessories in this marketplace. In 2005, JOYTECH North America launched with the mandate of bringing that expertise to U.S. and Canadian gamers.

The company offers a full range of accessories for each major video game console and handheld system including PlayStation®2, Xbox™, Nintendo® GameCube™, Sony PSP® and Nintendo® DS, as well as PCs.

Today JOYTECH continues to define trends in design and technology and provide consumers everywhere with a premier brand of gaming peripherals. Its range of accessories for all major consoles continues to evolve, utilizing cutting edge technology and leading the way in quality, value, and innovation.

For 2005 and beyond, JOYTECH plans to widen its range and broaden its appeal with the continued release of advanced "Next Generation" products that will amaze, enthuse, and delight gamers everywhere.

