



2K Sports Announces Multi-year Extension of Successful Partnership with National Basketball Association

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Critically acclaimed basketball simulation, NBA 2K11, delivers record-breaking year with over five million units sold

NEW YORK, May 23, 2011 (BUSINESS WIRE) -- 2K Sports announced today that it has entered into a new, multi-year agreement with the National Basketball Association (NBA) to extend their longstanding partnership for the best-selling **NBA(R) 2K** basketball simulation franchise.

The new agreement comes on the heels of the record-breaking success of **NBA 2K11**, which has sold over five million units worldwide since its release on October 5, 2010, making it the best-selling game in the history of 2K Sports, and the most popular **NBA 2K** title in the 13-year history of the franchise.

To date **NBA 2K11** has received more than 20 awards, including 14 "sports game of the year" honors.

"The top-selling **NBA 2K** series continues to be a pillar of Take-Two's foundation for growth," said Strauss Zelnick, CEO of Take-Two. "We're confident that our renewed partnership with the NBA will extend the unparalleled success of this franchise. We're thrilled to be in business with David, Adam and the entire team at the NBA."

"2K Sports provides our fans with an incredible gaming experience, one that captures both the excitement of our game and the athleticism of our players," said Adam Silver, NBA Deputy Commissioner. "Coming off a record-breaking year with **NBA 2K11**, we look forward to continuing our successful partnership."

Along with the acclaimed **NBA 2K** franchise, during the partnership 2K Sports will explore new NBA licensed gaming opportunities, including online and social media platforms.

NBA 2K11 is rated E for Everyone by the ESRB and is available on the Xbox 360(R) video game and entertainment system from Microsoft, Wii(TM) system, PlayStation(R)3 computer entertainment system, PlayStation(R)2 computer entertainment system, PSP(R) (PlayStation(R)Portable) system and Windows PC. For more information, please visit www.2ksports.com/nba2k11.

2K Sports 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(R)3 and PlayStation(R)2 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox 360(R) video game and entertainment system from Microsoft, Wii(TM), Nintendo DS(TM), iPhone(R), iPod(R) touch and iPad(TM). 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.

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Cautionary Note Regarding Forward-Looking Statements

The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for the Company's future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Actual outcomes 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 Transition Report on Form 10-KT for the five month period ended March 31, 2010, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, which can be accessed at 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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