

2K Games and 2K Sports Showcase Strong Video Game Line-up at Games Convention 2007

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Hotly-anticipated titles such as Sid Meier's Civilization(R)

Revolution(TM) and NBA(R) 2K8 will be on display at Games Convention

2007

NEW YORK--(BUSINESS WIRE)--Aug. 20, 2007--2K Games and 2K Sports, publishing labels of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced an exciting line-up for Games Convention 2007 in Leipzig, Germany. The 2K Games line-up features several of next year's most anticipated titles including Sid Meier's Civilization(R) Revolution(TM), the first console installment in the legendary Civilization(R) franchise, and Borderlands(TM) from legendary developer Gearbox Software. Games Convention 2007 also marks the premiere of 2K Sports' latest installments in the top-rated sports games franchises, NBA(R) 2K8 and Top Spin 3.

In addition to the stellar line-up, two new and unannounced games from established and popular brands will be revealed for the first time at Games Convention 2007.

2K Games' Line-up Includes:

Borderlands(TM)

Borderlands is the new franchise from award-winning developer Gearbox Software that will raise the bar for sci-fi action. Blending frenetic action with character customization and randomly generated items and enemies, Borderlands offers an entirely new gaming experience.

Developer: Gearbox Software

Platforms: Xbox 360(TM) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system, and Games for Windows

Available: Holiday 2008

Sid Meier's Civilization(R) Revolution(TM)

Sid Meier's Civilization Revolution is the first offering in the legendary Civilization(R) series to appear exclusively on consoles and handheld systems. Developed by legendary designer Sid Meier and Firaxis Games(TM), this game will deliver revolutionary features like real-time interaction between leaders, multi-player capabilities and integrated video and voice chat, which completely transports the Civilization series to a level of gameplay that fans have never experienced before.

Developer: Firaxis Games, a 2K studio

Platform: Xbox 360(TM) video game and entertainment system from Microsoft and PLAYSTATION(R)3 computer entertainment system, Wii(TM) home video game system from Nintendo, and the Nintendo DS(TM)

Available: Spring 2008 (Fall 2008 for the Wii)

2K Sports' Line-up Includes:

Top Spin 3

Top Spin 3 is the most realistic tennis simulation series ever. Featuring 20 of the top-ranked tennis pros from the ATP and WTA, a new ball physics engine offering improved precision and realism, the most comprehensive online play modes, and

the return of the improved Player Creator feature, Top Spin 3 is the pinnacle of the tennis simulation games.

Developer: PAM Development, a 2K studio

Platforms: Xbox 360(TM) video game and entertainment system from Microsoft and PLAYSTATION(R)3 computer entertainment system

Available: Spring 2008

NBA(R) 2K8

Voted best current and next generation NBA hoops franchise by both press and gamers, NBA 2K8 will continue its legacy of basketball excellence. Featuring exciting all-new play modes, defensive controls, off-ball controls, an improved franchise mode and an impressive set of other updated features, NBA 2K8 is poised for another run as the #1 rated NBA simulation.

Developer: Visual Concepts, a 2K studio

Platforms: Xbox 360(TM) video game and entertainment system from Microsoft, and PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems

Available: Fall 2007

NHL(R) 2K8

NHL 2K8 reigns supreme as the category leader in innovation, design and critical acclaim with five straight years as the #1 rated* NHL video game. In addition to intensely realistic gameplay, all new player models, and spectacular graphics, NHL 2K8 will feature an unprecedented level of player customization with accurate body styles for each marquee player, providing the most authentic representation of your favorite NHL stars.

Developer: Visual Concepts/Kush Games, 2K studios

Platforms: Xbox 360(TM) video game and entertainment system from Microsoft, and PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems

Available: September 2007

For more information, please visit www.2Kgames.com and www.2Ksports.com

*According to GameRankings.com average scores of 2003-2007 NHL video games.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer, distributor and publisher of interactive entertainment software games for the PC, PlayStation(R) game console, PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox(R) and Xbox 360(TM) video game and entertainment systems from Microsoft, Wii(TM), Nintendo GameCube(TM), Nintendo DS(TM) and Game Boy(R) Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, 2K and 2K Sports, and Global Star Software; and distributes software, hardware and accessories in North America through its Jack of All Games subsidiary. 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.

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