

## **2K Sports Announces NHL(R) 2K7 for Xbox(R) and Xbox 360(TM) Now Available**

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NEW YORK, Sep 12, 2006 (BUSINESS WIRE) -- 2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), announced today that the top-rated title for four-straight years\*, NHL(R) 2K7 for the Xbox 360(TM) and Xbox(R) video game and entertainment systems from Microsoft, is now available in stores across North America.

NHL 2K7 brings all of the excitement and intensity of professional hockey with several new innovative and compelling features. Coupled with its high-quality visuals, NHL 2K7 introduces a completely new skating engine with silky smooth animations, adding a whole new look and feel to the game. Gamers can play in a whole new perspective with Cinemotion(TM) - an exclusive and revolutionary experience that brings the game a new dramatic dimension with unique camera angles and riveting orchestrated music. Cinemotion(TM) utilizes cut scenes captured from brand new perspectives to further heighten the drama and excitement of the game.

"I am extremely pleased with the strides that we have made with NHL 2K7," stated Greg Thomas, president of Visual Concepts, a 2K Sports studio. "We have truly taken the virtual hockey experience to the next level with Cinemotion. Coupled with an all-new skating engine, stunning graphics, enhanced ProControl movements, and unmatched online gameplay among other unparalleled features, we have created the most enthralling, authentic hockey video game to date."

The revolutionary ProControl(TM) has been completely revamped, giving players even more offensive and defensive tools to utilize on the ice. The all-new Pressure Control(TM) brings a tactical element to defensive hockey by allowing players to instruct CPU teammates to defend opposing players during gameplay.

With seamless online play and the most comprehensive online feature set anywhere including complete online stat tracking, buddy list management, and online leagues, 2K Sports continues to lead the online gaming revolution.

Featuring 2006 Hart Memorial Trophy recipient and San Jose Sharks center Joe Thornton on the cover, NHL 2K7 is now available for the Xbox 360(TM) video game and entertainment system from Microsoft for \$59.99 and the Xbox(R) video game and entertainment system from Microsoft for \$19.99. NHL 2K7 for the PlayStation(R)2 computer entertainment system will be available for \$19.99 in early October, with the PlayStation(R)3 computer entertainment system title available this holiday season.

For more information click on [www.2ksports.com](http://www.2ksports.com)

\*According to GameRankings.com average scores of 2003-2006 hockey video games.

About Take-Two Interactive Software, Inc.

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, PSP(R) (PlayStation(R)Portable) system, Xbox(R) and Xbox 360(TM) video game and entertainment systems from Microsoft, 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 products in North America through its Jack of All Games subsidiary. Take-Two also manufactures and markets video game accessories in Europe, North America and the Asia Pacific region through its Joytech subsidiary. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Madrid, Milan, Sydney, Breda (Netherlands), Auckland, Shanghai and Tokyo. 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](http://www.take2games.com).

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This title has not yet been concept approved for the PlayStation 3 by Sony Computer Entertainment America.

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SOURCE: Take-Two Interactive Software, Inc.

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