

2K Sports Announces Publishing Agreement for Torino 2006(TM) - The Official Video Game of the XX Olympic Winter Games

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LONDON--(BUSINESS WIRE)--Nov. 16, 2005--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced plans to release Torino 2006(TM) - the Official Video Game of the XX Olympic Winter Games through a unique partnership with International Sports Multimedia (ISM), the exclusive licensee of the International Olympic Committee (IOC) for interactive entertainment software.

Featuring eight winter sports, 15 thrilling events, extraordinary wintry landscapes and authentic commentator analysis, Torino 2006(TM) gives gamers the chance to participate in one of the most exciting sporting events of 2006. With a multiplayer mode for up to four players, gamers can compete head-to-head or in turn-based play that simulates the global stage of one of the most exciting sporting events in 2006. The XX Olympic Winter Games will take place in Torino, Italy from February 10-26, 2006.

"We are extremely excited about Torino 2006(TM) - the Official Video Game of the XX Olympic Winter Games. The partnership with ISM, who has many years of experience working on official games based on the Olympic Games, has uniquely provided the development team with insight to create a thrilling game," said Matthias Wehner, Marketing Director of 2K Sports International.

"We are very pleased to be working with 2K Sports. Their reputation for creating exciting, successful sports games and their marketing expertise will ensure the success of the Official Video Game," said Raymond Goldsmith, Chairman and Chief Executive Officer of ISM.

Torino 2006(TM) will be available in North America and Europe in January 2006 for the PC, PlayStation(R) 2 computer entertainment system and Xbox(R) video game and entertainment system from Microsoft.

For more information on 2K Sports titles, please visit www.2ksports.com.

For downloadable screenshots and assets for the media, please visit our media lounge at:

<http://media.2ksports.com/>
Username: media
Password: 2k sports

About Take-Two Interactive Software

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(TM) (PlayStation(R)Portable) system, the Xbox(R) video game and entertainment system from Microsoft, the Xbox 360(TM) video game and entertainment system 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 Games, 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, Vienna, Milan, Sydney, Breda (Netherlands) and Auckland. 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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