

2K Sports Reveals Details About College Hoops 2K6, The Only College Basketball Game Coming To Xbox 360

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NEW YORK--(BUSINESS WIRE)--Feb. 2, 2006--2K Sports, a publishing label of Interactive Software, Inc. (NASDAQ: TTWO), announced today that the #1 rated college basketball video game series, College Hoops 2K6, will be released for the Xbox 360(TM) video game and entertainment system from Microsoft in advance of College Basketball's March Madness(R). College Hoops 2K6 for Xbox 360 delivers all the excitement of college basketball through incredible next generation graphics, unparalleled gameplay, the entire suite of features found in the critically-acclaimed current generation versions, and an expanded roster of teams and players.

As the only college basketball video game to be available for the Xbox 360, College Hoops 2K6 will provide gamers all the action, pageantry and authenticity college basketball fans crave. Players are immersed in the game with Xbox 360 exclusive features including stunning player models, detailed college arenas complete with full 3D crowds and realistic animated sections for the band, home and visiting crowds. Also included are fan-favorite features such as Pre-season and Selection Sunday broadcast shows, the Coach's Clipboard, Midnight Madness(R), Strip 'n' Rip System, Shot Stick and V.I.P. System(TM). The college style of play is authentically brought to the Xbox 360 with focus on defense in the post, players' shot distribution and overall game speed.

"We are thrilled to bring College Hoops 2K6 to the Xbox 360," said Greg Thomas, president of Visual Concepts, a 2K Sports studio. "College basketball fans are die-hard, so we worked hard to deliver a game that would bring the intensity of college basketball to life. College Hoops 2K6 creates unique and exciting atmospheres, which are only enhanced by the power of the Xbox 360."

For more information about College Hoops 2K6, please visit www.2Ksports.com.

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(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.

About The Collegiate Licensing Company

The Collegiate Licensing Company is the oldest and largest collegiate licensing agency in the nation. CLC currently represents more than 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy, and the NCAA (including the Men's and Women's Final Four, the College World Series, and all NCAA Championships). Headquartered in Atlanta, CLC is a full-service licensing representative, which employs a staff of more than 80 licensing professionals who provide full-service capabilities in brand protection, brand management, and brand development.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 360,000 student-athletes at more than 1,000 member colleges and universities. Each

year, more than 49,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to www.ncaa.org.

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CONTACT: 2K Sports
Nikki Flynn, 415-507-7630
nflynn@2ksports.com
or
Take-Two Interactive Software, Inc.
Jim Ankner, 646-536-3006
james.ankner@take2games.com
or
Access Communications for 2K Sports
Chase, 415-844-6289
chase@accesspr.com

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