

2K Sports Announces NBA(R) 2K12 Now Available

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Take control of 15 legendary players from NBA history and end the debate over the best teams and players of all time

NEW YORK, Oct 04, 2011 (BUSINESS WIRE) -- 2K Sports today announced that **NBA(R) 2K12**, the top-selling and top-rated NBA video game simulation franchise*, is now available for the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system, the Wii(TM) system from Nintendo, PlayStation(R)2 computer entertainment system, PSP(R) (PlayStation(R)Portable) system, and Windows PC.

"Hoops fans have long argued about the hypothetical outcomes among basketball's most legendary players and storied teams," said Greg Thomas, president of product development for 2K Sports. "We took that passion to heart in creating **NBA 2K12**, giving gamers the opportunity to end the debate once and for all with 15 electrifying basketball icons in NBA's Greatest mode."

Fans can now take control of 15 hoops icons, including Michael Jordan, Magic Johnson, Larry Bird, and Julius Erving in **NBA 2K12**'s all new NBA's Greatest mode. Each of these 15 basketball legends were meticulously recreated with an uncanny level of detail, including period-specific depictions of their arenas, team uniforms, signature moves, and even historically accurate broadcast presentation styles. **NBA 2K12** also features a revamped shooting mechanic with Total Shot Stick Control and an all-new post-play system, which allow fans to experience an unprecedented basketball simulation.

"It's amazing to see the attention to detail that 2K Sports captured in creating me and these great NBA players," said six-time NBA champion Michael Jordan. "I'm honored to be part of a game that gives millions of fans a look into our careers, especially with the level of authenticity and detail that **NBA 2K12** has."

Bonus Gift with Purchase - Customers who purchase their copy of **NBA 2K12** for the Xbox 360 or PlayStation 3 system early will receive two bonus, historic NBA teams featuring their own NBA greats - the 1990-91 Golden State Warriors and the 2001-02 Sacramento Kings. Bonus content will be available on launch orders only, while supplies last.

NBA 2K12 is now available at leading video game retailers nationwide for the Xbox 360, PlayStation 3 system, PlayStation 2 system, Wii, PSP system and Games for Windows.

NBA 2K12 is rated E for Everyone by the ESRB.

For more information on 2K Sports, visit <http://www.2KSports.com>.

For more information on **NBA 2K12**, visit <http://www.facebook.com/NBA2K>. Fans are also encouraged to "End the Debate" on [@2KSports](#) Twitter using the #NBA2K12 hashtag.

2K Sports is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO).

**According to 2008 - 2011 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through August 2011.*

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 computer entertainment system and PlayStation(R)2 computer entertainment system, 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(R). 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 <http://www.take2games.com>.

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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 Annual Report on Form 10-K for the fiscal year ended March 31, 2011, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, which can be accessed at <http://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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