

2K Sports Names Dallas Stars Goaltender Marty Turco NHL 2K6 Cover Athlete; Dallas Stars 'All-Star' Goalie to Be Official Spokesperson for 2K Sports' Top-Rated Hockey Video Game

July 7, 2005 7:55 AM ET

NEW YORK--(BUSINESS WIRE)--July 7, 2005--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), is proud to announce that Dallas Stars All-Star goalie Marty Turco will be the new cover athlete and official spokesperson for NHL 2K6. Turco has earned great respect from players and fans for his superb talent, dedication, and winning attitude, making him the natural choice as cover athlete for the #1 rated and #1 selling NHL video game series**.

"Marty Turco is one of the most exciting goalies in the NHL," stated Erik Whiteford, vice president of marketing for 2K Sports. "Turco has proven that great discipline, hard work, and a winning approach leads to great success and he looks to make a bigger splash on the ice this season. Turco has contributed a great deal of his wisdom and knowledge to the development team, ensuring the most authentic video game hockey experience."

"As both a professional hockey player and gamer, I am thrilled to tie two of my favorite activities together," said Dallas Stars goalie Marty Turco. "My experience with NHL 2K6 and 2K Sports has been fantastic and it is an honor to represent the most cutting edge and best hockey video game series."

Before being drafted into the NHL in 1994, Marty Turco had established an illustrious college hockey career that includes two NCAA Championships in 1996 and 1998, four "Frozen Four" appearances, and the NCAA record for career victories (127). Turco made his NHL debut in 2000 and in 2001 he led the NHL with the lowest GAA (1.90) and best save percentage (.925). In his first two full seasons as the starting net-minder for the Dallas Stars, Turco was elected to the All-Star Game twice. Most recently, Marty Turco was invited to the 2005 Canadian Olympic camp and he looks to garner more achievements in the hockey seasons ahead.

NHL 2K6 is set to release in early Fall 2005 for PlayStation(R)2 computer entertainment system, Xbox(R) video game and entertainment system from Microsoft, and the Xbox 360(TM) video game and entertainment system from Microsoft.

For more information, log onto <http://www.2ksports.com>

**According to GameRankings.com average scores of 2003-2005 hockey video games and based on NHL 2K5 sales in 2004-2005 from NPD Funworld(R).

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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About Sony Computer Entertainment America

Recognized as the undisputed industry leader, Sony Computer Entertainment America markets the PlayStation(R) game console and develops, publishes, markets and distributes software for the PlayStation game console and the PlayStation(R)2 computer entertainment system for the North American market. Based in Foster City, Calif., Sony Computer Entertainment America serves as headquarters for all North American operations and is a wholly-owned subsidiary of Sony Computer Entertainment Inc.

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SOURCE: Take-Two Interactive Software, Inc.