Don't Just Play as Mike, Become Him in NBA(R) 2K11

July 22, 2010 10:02 AM ET

New mode in NBA(R) 2K11 allows gamers to relive Michael Jordan's greatest career moments

NEW YORK, Jul 22, 2010 (BUSINESS WIRE) --

2K Sports today revealed The Jordan Challenge, a new game mode for the latest iteration of the top rated and top selling basketball simulation franchise*, ***NBA(R) 2K11***. This new mode will allow players to relive 10 different legendary games from Michael Jordan's illustrious career and challenge them to replicate what he did on the court in ***NBA 2K11***.

"Fans of the series are going to be thrilled to know that in ***NBA 2K11*** Michael Jordan is much, much more than just a cover athlete," said Jason Argent, vice president of marketing for 2K Sports. "We're excited to start talking about the ways that Michael will be used in the game and there's still a lot more to come."

While playing The Jordan Challenge, fans can try to stun the world in Jordan's self-described greatest game by torching the Cavaliers by 69 points in March of 1990; attempt to battle back from the flu to defeat the Jazz in Game 6 of the 1997 finals; or leave the world wanting more as they relive one of Jordan's finest performances during his last game as a Chicago Bull on June 14, 1998. In addition to The Jordan Challenge mode, gamers will have the unique opportunity to play as some of the greatest teams in NBA history, including the '85-'86, '89-'90, '90-'91, '94-'95, '95-'96, '96-'97, and '97-'98 Chicago Bulls.

NBA 2K11 is not yet rated by the ESRB and will be available October 5, 2010. For more information, please visit http://www.2ksports.com/nba2k11 or to download the new Michael Jordan trailer, please visit http://www.2ksports.com/nba2k11/jordanreveal.zip.

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

**According to 2008 - 2010 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through June 2010.*

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 and PlayStation(R)2 computer entertainment systems, PSP (R) (PlayStation(R)Portable) system, Xbox 360(R) video game and entertainment system from Microsoft, Wii™, Nintendo DS™, iPhone™, iPod(R) touch and iPad. 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.

The NBA and individual NBA member team identifications used on or in this product are trademarks, copyrighted designs and other forms of intellectual property of NBA Properties, Inc. and the respective NBA member teams and may not be used, in whole or in part, without the prior written consent of NBA Properties, Inc. (C) 2010 NBA Properties, Inc. All rights reserved.

All trademarks and copyrights contained herein are the property of their respective holders.

Cautionary Note Regarding Forward-Looking Statements

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 October 31, 2009, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended April 30, 2010, 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.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6368648&lang=en

SOURCE: Take-Two Interactive Software, Inc.

2K Sports
Chris Snyder, 415-507-7637
chris.snyder@2ksports.com
or
Access Communications for 2K Sports
Brian Roundy, 917-522-3540
broundy@accesspr.com
or
Take-Two Interactive Software, Inc.
Alan Lewis, 646-536-2983
Corporate Press
alan.lewis@take2games.com