

2K Sports Recreates Basketball's Greatest Rivalries in NBA(R) 2K12

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Fifteen historic NBA teams and greatest players to be featured in all-new "NBA's Greatest" mode

NEW YORK, Aug 04, 2011 (BUSINESS WIRE) -- 2K Sports today revealed "NBA's Greatest" mode, an all-new playable game feature for the next installment of the top-rated and best-selling NBA video game simulation franchise*, **NBA(R) 2K12**. Through "NBA's Greatest" mode, gamers can relive professional basketball's most memorable rivalries with 15 historic NBA teams and their greatest players, including Michael Jordan, Larry Bird, Magic Johnson, Kareem Abdul-Jabbar, and Julius "Dr. J" Erving among other basketball icons.

"The **NBA 2K** franchise has become an essential part of the NBA culture, and our fans can now take control of legendary teams and athletes from the NBA's rich history," said Jason Argent, vice president of marketing for 2K Sports. "With 'NBA's Greatest' mode, **NBA 2K12** will allow fans to prove once and for all who are the greatest basketball icons of all time."

Gamers will now have the ability to take Larry Bird's sweet stroke against Julius Erving's legendary above-the-rim offense, or pit Magic Johnson and the Los Angeles Lakers' "Showtime" offense against Michael Jordan and the Chicago Bulls to see which iconic teams and legends would dominate in an ultimate showdown. By recreating the historic matchups of basketball's fiercest rivalries, **NBA 2K12** pays tribute to the teams and heroes that defined them -- in doing so, players will be able to unlock these legendary athletes and teams to create matchups against any current NBA franchise.

Finally, the debate among diehard basketball fans as to which team - past or present - would rule the hardwood will be settled in **NBA 2K12**. "NBA's Greatest" mode will allow fans to match Jordan's Bulls against the Miami Heat's "Big 3" of LeBron James, Dwyane Wade and Chris Bosh; Bird's Celtics against the Lakers' with Kobe Bryant and Pau Gasol; and Kareem Abdul-Jabbar's Lakers against the Orlando Magic with Dwight Howard.

NBA 2K12 can now be pre-ordered from leading video game retailers nationwide, and will be available on October 4, 2011, for the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system, PlayStation(R)2 computer entertainment system, Wii(TM) system, PSP(R) (PlayStation(R)Portable) system and Windows PC.

NBA 2K12 is currently rated RP-E by the ESRB. Visit www.esrb.org for updated rating information.

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

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 June 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 and PlayStation(R)2 computer entertainment systems, 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6819033&lang=en>

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2K Sports

Chris Snyder, 415-507-7637

chris.snyder@2ksports.com

or

Access Communications for 2K Sports

Travis Moses, 415-844-6218

tmoses@accesspr.com

or

Take-Two Interactive Software, Inc.

Alan Lewis, 646-536-2983

Corporate Press

alan.lewis@take2games.com