

2K Sports Announces The BIGS(TM) Now Available

June 26, 2007 1:01 PM ET

NEW YORK--(BUSINESS WIRE)--June 26, 2007--2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), announced today that The BIGS, 2K Sports' innovative, action-packed MLBPA and MLB(R) licensed video game, is now available in stores across North America for the Xbox 360(TM) video game and entertainment system from Microsoft, the PLAYSTATION(R)3 and the PlayStation(R)2 computer entertainment systems, the PSP(R) (PlayStation(R)Portable) system and Nintendo's Wii(TM).

"With The BIGS, we really wanted to put a whole new spin on BASEBALL(TM) while still staying true to America's favorite pastime," said Greg Thomas, President of Visual Concepts, a 2K Sports studio. "We took all the big action plays intrinsic to the game and made them happen much more often, creating a hero-like presentation of the players and the sport. The BIGS will give gamers spectacular wall catches, dramatic diving grabs, acrobatic double plays and many more dramatic highlight reel moments to deliver a truly new, exciting brand of baseball."

The BIGS allows for minimal downtime and a pick-up-and-play feel that enables gamers to instantly enjoy the exhilarating gameplay and slick visual style. Along with fantastic pitching, batting, and fielding animations, The BIGS features an all new turbo and power-up system that adds a unique level of strategy to baseball video games. Careful use of the turbo - whether at bat or on the field - and well-timed execution of the power-up system can instantly turn the momentum of the game.

Go beyond a regular season game with The BIGS innovative Rookie Challenge Mode and mini games! Create your own rookie, start them in spring training and build their skills through unique mini games. Then take your rookie through a variety of challenges and scenarios as you progress through the season all the way to the playoffs, leading your team to the World Series.

The BIGS showcases heroic fast-paced gameplay with spectacular special effects, larger than life, exquisitely designed player models and stadiums that give the game a personality all of its own.

Featuring St. Louis Cardinals All-Star first baseman Albert Pujols, The BIGS is rated "E" for Everyone and is available now for the Xbox 360 and the PLAYSTATION 3 for \$59.99, for Nintendo's Wii(TM) for \$49.99, and for the PlayStation 2 and PSP systems for \$39.99.

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

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer, distributor and publisher of interactive entertainment software games for the PC, PlayStation(R) game console, PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox(R) and Xbox 360(TM) video game and entertainment systems from Microsoft, Wii(TM), 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 and 2K Sports, and Global Star Software; and distributes software, hardware and accessories in North America through its Jack of All Games subsidiary. 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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SOURCE: Take-Two Interactive Software, Inc.