

2K Sports Announces NHL 2K6 Ships to Retail Stores across North America; The Latest in the #1 Rated Hockey Series* Hits Store Shelves for Only \$19.99

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NEW YORK, Sep 07, 2005 (BUSINESS WIRE) -- 2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), announced today that the critically acclaimed NHL 2K6 has begun shipping to major retailers across North America. The number-one rated hockey video game series continues to deliver the most realistic and entertaining hockey experience with unparalleled visuals, intuitive gameplay, and a host of new features. NHL 2K6 is available for PlayStation(R)2 computer entertainment system and the Xbox(R) video game and entertainment system from Microsoft.

"The hockey season is back in full force and so is NHL 2K6," stated Erik Whiteford, vice president of marketing for 2K Sports. "NHL 2K6 delivers the most authentic, intense, and fun hockey video game on the market. With the return of fan-favorite features, terrific online play, the addition of ground-breaking new features, and an incredible price-point, consumers are sure to enjoy all that NHL 2K6 offers."

Puck fans will be immersed in all of the authenticity and excitement of NHL 2K6 as they play like the pros. A revolutionary icon-based passing system, ProControl(TM), allows players to execute all-new combo passing and shooting controls, queue up give-and-go attacks, tic-tac-toe passing, puck cycling, behind the net plays and more.

On-the-Fly Coaching invites gamers to play their style of hockey at both ends of the ice by calling team strategy during the action. Players can crash the net, screen the goalie and have defensemen pinch in toward the net, and then counter the attack by clearing the crease, collapsing the defense, or setting up a break out for an offensive rush.

Gamers take matters into their own hands with Maximum Goaltending(TM) by swapping into the cage and utilizing their right analog stick to make quick, intuitive saves when it counts the most. With commentary featuring Bob Cole and Harry Neale, broadcast standard overlays, innovative camera angles and cut-scenes; and the most comprehensive online play and feature set, NHL 2K6 promises casual and hardcore hockey fans alike a truly enhanced experience.

NHL 2K6 for the PlayStation 2 and Xbox is rated "E" for Everyone and will be available in North American retail stores for \$19.99. NHL 2K6 for the Xbox 360(TM) video game and entertainment system from Microsoft is slated for release at or near launch of the new system. Additional details, including features, system support and pricing will be available in the near future. For more information, please visit www.2Ksports.com.

*According to GameRankings.com average scores of 2003-2005 hockey video games.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. (NASDAQ: TTWO) 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.

2K Sports

Matt Atwood, 415-507-7545

matwood@2ksports.com

or

Anthony Chau, 415-507-7609

achau@2ksports.com

or

Corporate Press/Investor Relations:

Take-Two Interactive Software, Inc.

Jim Ankner, 646-536-3006

james.ankner@take2games.com