

2K Sports Announces Diverse Music Lineup from Sub Pop Records for NHL 2K7 Video Game; Hot Hot Heat, Sleater-Kinney, The Postal Service, Mudhoney and Many More of Indie Rock's Most Acclaimed Artists Bring a New Sound to the Ice

August 2, 2006 7:47 AM ET

NEW YORK--(BUSINESS WIRE)--Aug. 2, 2006--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), announced today that independent rock music pioneer Sub Pop Records, among other record labels, will provide music tracks from its diverse catalog for NHL 2K7.

Featuring an eclectic mix of uniquely spirited music inspired by the individuality of hockey, NHL 2K7's soundtrack features 18 songs, including tracks from influential Sub Pop artists such as Postal Service, Hot Hot Heat, Sleater-Kinney and Mudhoney.

NHL 2K7 will feature the following Sub Pop Records' tracks:

- Arlo- Runaround
- Band of Horses- Wicked Gil
- Hot Hot Heat- Talk to me, Dance with Me
- Kinski- Hot Stenographer
- Love as Laughter- Temptation Island
- Mudhoney- Empty Shells
- Nebula- Giant
- The Postal Service- Brand New Colony
- Seaweed- Losing Skin
- Sleater-Kinney- Rollercoaster
- The Constantines- Working Full-time
- The Thermals- I Hold the Sound

"Sub Pop is the leader in bringing the underground sound to the mainstream without compromising their integrity," said Tim Rosa, director of brand and lifestyle marketing for 2K Sports. "Because we share this mindset when developing our games, NHL 2K7 is the perfect vehicle for Sub Pop to stay true to its vision."

"While Sub Pop and hockey are rarely mentioned in the same breath, the vibe of our music really suits the action of NHL 2K7," said Steve Manning, Publicity/Marketing Director, Sub Pop Records. "Because 2K Sports values authenticity in its games with the same passion we treasure authenticity in our artists, we knew this partnership would resonate with fans of both the sport and our music."

The top-rated hockey video game for four-straight years*, NHL 2K7 introduces a groundbreaking presentation system that will engross gamers with a completely different way of playing a hockey video game than ever experienced before--a new look, new sound, and new feel bring raw emotion and exciting drama. New additions to ProControl(TM) empower players to turn up the defensive pressure on specific opposing players. Combined with high-quality visual details and the most comprehensive franchise options available, including the new rivalry mode, and NHL MVP Joe Thornton on the cover, NHL 2K7 elevates the realism of the sport, delivering the best hockey game on any system.

NHL 2K7 is coming in September 2006 to the Xbox 360(TM) and Xbox(R) video game and entertainment systems from

Microsoft, and the PlayStation(R)2 computer entertainment system; and will be available in holiday 2006 for the PlayStation(R)3 computer entertainment system. For more information, log onto <http://www.2ksports.com>

*According to GameRankings.com average scores of 2003-2006 hockey video games.

About Take-Two Interactive Software, Inc.

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(R) (PlayStation(R)Portable) system, Xbox(R) and Xbox 360(TM) video game and entertainment systems 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 and 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, Milan, Sydney, Breda (Netherlands), Auckland, Shanghai and Tokyo. 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.