

## **Marvin Williams and Roy Williams to Grace Cover of 2K Sports' College Hoops 2K6 Video Game; 2K Sports Continues to Secure Top Talent for Highly Acclaimed College Basketball Franchise**

October 25, 2005 8:02 AM ET

NEW YORK, Oct 25, 2005 (BUSINESS WIRE) -- 2K Sports, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today that Marvin Williams, the #2 pick in the 2005 NBA Draft and star forward for the 2005 NCAA(R) Champions, University of North Carolina (UNC) Tar Heels, along with Roy Williams, the current head coach at UNC, will grace the cover of and act as the official spokespeople for College Hoops 2K6.

As a freshman with the Tar Heels, Marvin Williams was an integral part of UNC's run to the 2004-2005 NCAA title. With 1 minute 26 seconds left in the Championship game against Illinois, Williams rose above the other players on a missed jump shot and tipped the ball in left-handed to give North Carolina a 72-70 lead. Carolina went on to win the national championship, 75-70. In addition to the NCAA Championship, Williams was named ACC Rookie of the Year, elected to the ACC All-Freshman Team and earned an All-ACC Honorable Mention this past season. Marvin Williams, who is represented by Jim Tanner at Williams & Connolly LLP., was selected second overall in the 2005 NBA Draft by the Atlanta Hawks and is expected to be a big success in the NBA.

"I'm a huge fan of video games, especially the 2K series," said Marvin Williams. "With its ability to combine teamwork, skill and entertainment, 2K has always been on the top of my list. I'm very excited to be the face of College Hoops 2K6. From what I've seen so far, this game is going to be amazing."

"College basketball is all about team spirit and pageantry," stated Greg Thomas, president of Visual Concepts, a 2K Sports studio. "Part of that team spirit lies in the team itself-- the great relationship that exists between a coach and his player. College Hoops 2K6 pays tribute to this by not only emphasizing the importance of this relationship in the game, with the Coach's Clipboard feature, but by showcasing it on the cover of the game as well. It is an honor to have the top coach/player team, Marvin Williams and Roy Williams on the cover of College Hoops 2K6."

As head coach of the UNC Tar Heels, Roy Williams led his team to victory as the NCAA National Champions in 2005. Earning 470 wins in his coaching career, Williams has been named National Coach of the Year four times and has the fourth-highest winning percentage in NCAA history. Williams is highly regarded as a college basketball coaching legend, helping coach such talents as Paul Pierce and Sean May.

New features to College Hoops 2K6 include Court Awareness, a new gameplay mechanic that encourages gamers to concentrate on individual attributes of their players to optimize their performance, and Coach's Clipboard, a new feature during timeouts which gives gamers the ability to give specific directions to their team. Nothing captivates the nation like the NCAA Basketball Tournament and no other game captures the collegiate atmosphere and energy like College Hoops 2K6.

College Hoops 2K6 is set to hit store shelves in fall 2005 for the PlayStation(R) 2 computer entertainment system and Xbox(R) video game and entertainment system from Microsoft and this winter for the Xbox 360(TM) video game and entertainment system from Microsoft.

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

To access College Hoops 2K6 media assets, please visit the 2K Sports media site:

<http://media.2ksports.com>

Username: media

Password: 2ksports

## About Take-Two Interactive Software

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(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](http://www.take2games.com).

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

The "Collegiate Licensed Product" label is the property of the Independent Labeling Group. All names, logos, team icons, and mascots associated with the NCAA, universities, and conferences are the exclusive property of the respective institutions. NCAA, the NCAA logo, and NCAA Basketball are trademarks or registered trademarks of the National Collegiate Athletic Association. All rights reserved.

Xbox, Xbox 360 and Xbox Live are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

"PlayStation" and the "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc.

Safe Harbor Statement under the Private Securities Reform Act of 1995: This press release contains forward-looking statements made in reliance upon the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws. Such forward-looking statements are based on the beliefs of our management as well as assumptions made by and information currently available to them. The Company has no obligation to update such forward-looking statements. Actual results may vary significantly from these forward-looking statements based on a variety of factors. These important factors are described in the Company's Form 10-Q for the quarter ended July 31, 2005 in the section entitled "Cautionary Statement and Risk Factors".

SOURCE: Take-Two Interactive Software, Inc.

2K Sports

Matt Atwood, 415-507-7545

[matwood@2ksports.com](mailto:matwood@2ksports.com)

α

2K Sports

Anthony Chau, 415-507-7609

[achau@2ksports.com](mailto:achau@2ksports.com)

α

Take-Two Interactive Software, Inc.

Corporate Press/Investor Relations

Jim Ankner, 646-536-3006

Fax: 646-536-2926

[james.ankner@take2games.com](mailto:james.ankner@take2games.com)

α

Meredith Communications

Meredith Geisler, 301-610-5001

[mkgeisler@yahoo.com](mailto:mkgeisler@yahoo.com)