

2K Sports' Soundtrack for College Hoops 2K8 Brings New Sounds to Top Rated Franchise

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College Hoops 2K8 features a diverse mix of hip-hop, avant punk,

electro pop and much more

NEW YORK--(BUSINESS WIRE)--Nov. 1, 2007--2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced the in-game soundtrack to College Hoops 2K8, featuring an eclectic cross section of artists hand-picked to reflect the broad and discerning tastes of the college basketball crowd. The mix brings an auditory full-court press to match the one on the screen, featuring some of underground hip-hop's finest, including Dilated Peoples, Jurassic 5 and an exclusive track from the late super-producer J Dilla featuring MF Doom and Guilty Simpson. A full range of popular genres are represented with superior talent including the complex techno of DJ Romanowski, gritty post-punk rock from The Black Lips and Liars, and the foot-stomping rush of UK indie pop from Hot Chip and The Kooks, among many others.

"For the College Hoops 2K8 soundtrack, we wanted to explore the diversity of music tastes of today's college hoops gamers while introducing them to up and coming artists we've come to love and respect," said Tim Rosa, Director of Brand and Lifestyle Marketing for 2K Sports. "The 2K Sports brand is known for redefining the sound of its games with banging soundtracks, and this latest offering stays true to that vision."

Track listing:

-- Arabian Prince	"Professor X Saga"
-- Bumblebee	"Black Dirt"
-- Deltron 3030	"Positive Contact"
-- Dilated Peoples	"Spit It Clearly"
-- E Reece	"Just Move" (Bautista Remix)
-- Guilty Simpson	"Make It Fast"
-- Heliocentrics	"Joyride"
-- Hot Chip	"My Piano" (Radio mix)
-- J Dilla & MF Doom (feat. Guilty Simpson)	"MASH"
-- James Pants	"You're Doing It"
-- Jurassic 5	"Without A Doubt"
-- Liars	"Plaster Casts of Everything"
-- Oh No	"Chump"
-- Panthers	"Goblin City"
-- Percee P	"Legendary Lyricist"
-- DJ Romanowski	"Lord Of The Pants" (2-Cents Remix)
-- Ski Beats	"Idea"
-- Strange Fruit Project	"Underclassmen"
-- Strange Fruit Project	"Thru Tha Lane"
-- The Black Lips	"It Feels Alright"
-- The Kooks	"Eddie's Gun"

College Hoops 2K8 marks the return of the best rated college basketball game for five straight years* and the best selling college basketball video game series in 2006**. College Hoops 2K8 is rated E for Everyone and is available this fall for Xbox 360(R) video game and entertainment system from Microsoft, and the PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems.

For more game information and to hear the soundtrack online via 2K Beats, visit <http://2ksports.com/games/choops2k8/>.

* Rated #1 in College Basketball according to GameRankings.com average scores of 2003-2007 college basketball video games.

** According to NPD Funworld data for college basketball titles sold on Xbox 360, PLAYSTATION 3 and PlayStation 2

platforms.

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(R) 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 Games, 2K Sports and 2K Play; 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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