

## **2K Sports' NHL(R) 2K9 Skates onto Retail Store Shelves**

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### **Exciting new features with pick-up-and-play controls bring the fun back to hockey**

NEW YORK, Sep 10, 2008 (BUSINESS WIRE) -- 2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today that the highly anticipated hockey title, NHL 2K9, is now available on retail store shelves in North America for Xbox 360(R) video game and entertainment system from Microsoft, Wii(TM) home video game system from Nintendo, and PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems. Developed by Visual Concepts, an award-winning 2K studio, NHL 2K9 brings a totally rebuilt NHL experience to life with fresh player animations and a brand-new in-game presentation that fans will enjoy from the moment they start their first game.

"With Visual Concepts developing the NHL 2K franchise for the first time, we're very proud and excited to deliver to our 2K Sports fans a refreshingly fun and entertaining hockey experience with NHL 2K9," said Greg Thomas, senior vice president of sports development for 2K. "As the only officially licensed NHL title for Wii, along with our pick-up-and-play controls and fresh new features, NHL 2K9 brings the fun back to hockey video games for fans of all ages."

NHL 2K9 offers brand-new gameplay features including expanded superstar moves, friendly Zamboni(R) competitions, a revamped fighting engine, custom Stanley Cup(TM) celebrations, and six-on-six online capability. As the first and only officially licensed NHL and NHLPA video game for Wii, NHL 2K9 will also provide fans with a chance to play like the pros using the Wii Remote(TM) as a hockey stick, a wholly unique and entertaining experience.

A free demo of NHL 2K9 is also now available for download on Xbox LIVE(R) Marketplace for Xbox 360 and PLAYSTATION(R)Network. The demo provides fans an opportunity to relive the excitement of this past season's thrilling Stanley Cup(TM) Final in a brief three minute period as either the Pittsburgh Penguins or Detroit Red Wings at Joe Louis Arena in Detroit.

NHL 2K9, rated E10+ for Everyone 10 and older by the ESRB, is now available for Xbox 360, Wii, PLAYSTATION 3 system and PlayStation 2 system. For more information about NHL 2K9, please visit <http://www.2ksports.com/games/nhl2k9>.

### 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)3 and PlayStation(R)2 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox 360(R) and Xbox(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](http://www.take2games.com).

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