

Take-Two and ESPN Videogames Announce ESPN NFL 2K5 Has Gone to Manufacturing; Critically Acclaimed 2K Football Franchise is Set to Hit Retail Shelves Weekend of July 23

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NEW YORK--(BUSINESS WIRE)--July 15, 2004--Take-Two Interactive Software, Inc.'s (NASDAQ: TTWO) Global Star Software publishing label, along with ESPN Videogames, confirmed today that ESPN NFL 2K5 is currently being duplicated for retail distribution. ESPN NFL 2K5 for both the PlayStation(R)2 computer entertainment system and the Xbox(R) video game system from Microsoft will be in stores the weekend of July 23. ESPN NFL 2K5 is developed by Visual Concepts, a subsidiary of SEGA Corporation.

"With ESPN NFL 2K5, Visual Concepts has once again raised the bar on football simulation and created the best interactive football gaming experience ever," said Paul Eibeler, President of Take-Two. "Fans of the 2K franchise will be extremely pleased with the innovative new features and exceptional game play in this year's offering; and with the \$19.99 price, we invite gamers of other sports franchises to give ESPN NFL 2K5 a try - we know you'll be hooked."

Winner of numerous awards at E3 (Electronic Entertainment Expo) 2004, including www.GameSpot.com's Best Sports Game award, ESPN NFL 2K5 has unmatched new features, including:

- The V.I.P. System(TM) brings a new level to competitive play by allowing players to save their on or offline opponent's game profile to compete against them whenever they want.
- Players have the opportunity to earn valuable Crib points by playing against their favorite celebs, including Carmen Electra, Steve-O, Jamie Kennedy, Funkmaster Flex or David Arquette, and their dream teams. Players use the points they earn to deck out their virtual Crib.
- Mind-blowing gameplay features like Maximum Tackle(TM), QB Evade, and Defensive Hot Routes, combined with stunning graphics help immerse players into the high-impact game that is football.
- Virtual, friendly competition is stressed as new online plans invite players to connect to the ultimate online gaming community. The most complete online experience is fully realized as players can setup-up online tournaments, message buddies for a game, and organize online leagues for full online season play.

ESPN NFL 2K5 is rated E for Everyone and is available for the suggested retail price of \$19.99.

For more information, log on to <http://www.espnvideogames.com>.

About ESPN

ESPN, Inc., The Worldwide Leader in Sports, is a multinational, multimedia sports entertainment company featuring the broadest portfolio of multimedia assets in sports marketing with over 40 business entities. The company is comprised of seven domestic television networks (ESPN, ESPN2, ESPN Classic, ESPNEWS, ESPN Deportes, ESPN Now, ESPN Today), ESPN HD (a high-definition simulcast service of ESPN), ESPN Regional Television, ESPN International (25 international networks and syndication), ESPN Radio, ESPN.com, ESPN The Magazine, SportsTicker, ESPN Enterprises, ESPN Zones (sports-themed restaurants), and other growing new businesses including ESPN Broadband, ESPN Wireless, ESPN Video-on-Demand and ESPN Interactive. Based in Bristol, Ct., ESPN is 80 percent owned by ABC, Inc, which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

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About Visual Concepts Entertainment

Visual Concepts Entertainment is the maker of the critically acclaimed 2K series of sports games. The company is responsible for the full development and marketing for all ESPN Videogames titles and is committed to delivering the best, fully integrated sports gaming experience for all consumers. Visual Concepts Entertainment is wholly owned by Japan-based SEGA Corporation. For more information on ESPN Videogames games, visit <http://www.espnvideogames.com>.

About SEGA Corporation

SEGA(R) Corporation is a worldwide leader in interactive entertainment both inside and outside the home, encompassing consumer business, amusement machine sales and amusement center operations. The company develops, publishes and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Inc. SEGA(R) Corporation's Web site is located at <http://sega.jp>.

About Xbox

Xbox (<http://www.xbox.com>) is the video game system from Microsoft that brings people together for the most exhilarating game and entertainment experiences. Xbox delivers an expansive collection of breakthrough games, powerful hardware and the unified Xbox Live online service. The new tagline, "it's good to play together," captures the spirit of Xbox as the social hub of the new digital entertainment lifestyle. Xbox is now available in North America, Asia, Europe and Australia.

Xbox is a registered trademark of Microsoft Corporation in the United States and/or other countries.

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, Xbox(R), Nintendo GameCube(TM) and Game Boy(R) Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, Gathering 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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CONTACT: ESPN Videogames
Matt Atwood, 415-507-7545
matwood@espnvideogames.com
or
Take-Two Interactive Software, Inc.
Corporate Press/Investor Relations
Jim Ankner, 646-536-3006
james.ankner@take2games.com

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