

2K Sports Announces NBA 2K6 for PlayStation 2 and Xbox Available Now at Retail Stores across North America; NBA 2K6 Delivers the Most Comprehensive Basketball Experience with Unparalleled Animations, Shot Stick(TM), and Comprehensive Online Play

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NEW YORK--(BUSINESS WIRE)--Sept. 27, 2005--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), announced today that NBA 2K6 is now available in stores across North America. The #1 rated basketball simulation* continues to deliver the most authentic and exciting basketball experience on any console with ultra-realistic graphics, responsive controls, and standard-setting play mechanics. NBA 2K6 is available for the PlayStation(R)2 computer entertainment system and the Xbox(R) video game and entertainment system from Microsoft.

"NBA 2K6 is without a doubt the most innovative and exciting basketball title this year," stated Greg Thomas, president of Visual Concepts, a 2K Sports studio. "We focused on delivering the most realistic visuals, incredible online play, exclusive control mechanics, and different playing styles for every NBA player in the game. We're the number one rated basketball title for a reason - we deliver what fans want in terms of great gameplay, unmatched graphics and innovation."

NBA 2K6 immerses players in the game with its intuitive controls. Pioneering a new control system, NBA 2K6 introduces the Shot Stick(TM), delivering remarkable shooting precision. The Shot Stick(TM) brings a new level of shooting control as gamers can now get a realistic feel for shooting a jump shot, as well as delivering lay-ups from the left or right side. In addition, when using the Aggression button, players can now control both when they dunk and the type of dunk they perform.

High standards in graphic quality are delivered in NBA 2K6. Attention to detail is evident in every NBA player; from varying hairstyles and tattoos, to crossover animations and unique player free throw rituals. A variety of new animations have been captured with incredible authenticity, including exclusive motion-captured work from cover athlete Shaquille O'Neal that ensures the smoothest, most realistic looking basketball game anywhere.

Gamers will be greeted by a talented NBA on TNT announcing crew featuring play-by-play announcer Kevin Harlan and color commentator Kenny Smith, while the equally entertaining Craig Sager delivers sideline reports. With the broadcast quality overlays and camera angles, emotional cut scenes, and the most comprehensive online experience, NBA 2K6 promises both gamers and basketball fans alike the most unique and thrilling gameplay experience.

NBA 2K6 for the PlayStation 2 and Xbox is rated "E" for Everyone and is now available in North American retail stores for \$39.99 and soon to be available throughout Europe. NBA 2K6 for the Xbox 360(TM) video game and entertainment system from Microsoft is slated for release at the launch of the new console in November. Additional details, including features, system support, and pricing will be available in the near future. For more information, please visit www.2Ksports.com and NBA.com.

*According to www.gamerankings.com average scores of 2004-2005 pro basketball video games

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. (NASDAQ: TTWO) 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.

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