

## 2K Sports and Duck Down Music Announce Winners of NBA(R) 2K11 Soundtrack Contest

May 11, 2010 11:03 AM ET

***Bay Root Productions takes home title of top producer and Yung Automatik wins top honors in the MC category resulting in new original beats for top selling hoops video game franchise***

NEW YORK, May 11, 2010 (BUSINESS WIRE) --2K Sports, in collaboration with Duck Down Music, today announced the winners of its soundtrack contest for NBA(R) 2K11, the next iteration of the #1 selling basketball video game franchise\*. After more than several hundred thousand votes were cast, Bay Root Productions, a collective from San Antonio, TX, was selected as the top producer and Yung Automatik from Aurora, IL was chosen as the best MC for the track "Go Hard or Go Home", and both will have the opportunity to be featured on the upcoming NBA 2K11 soundtrack.

"2K Sports is known for soundtracks that raise the bar in creativity, while complementing the different sports titles we develop," said Jason Argent, vice president of marketing, 2K Sports. "By partnering with Duck Down Music to attract the best aspiring producers and MCs to create unique and original music for **NBA 2K11**, fans of the franchise will once again have a soundtrack that matches the quality of the acclaimed gameplay."

The **NBA 2K11** contest was rolled out in two phases. The first phase was the Producer Contest, which launched on March 8, 2010, and challenged producers to create one sample-free instrumental, resulting in more than 500 submissions within a two-week window. Duck Down Music and representatives from 2K Sports then selected the top ten instrumentals on March 22, 2010 with the overall winner being voted on by the general public at [www.duckdown.com/nba2k11/producer](http://www.duckdown.com/nba2k11/producer). Bay Root Productions received 47% of more than 200,000 votes that were cast during the voting period.

The second phase was the MC Contest. Beginning on April 6, 2010, MCs had four weeks to submit one clean song using Bay Root's winning instrumental track. The top ten songs were determined by Duck Down Music and 2K Sports on May 4, 2010, and posted on [www.XXLMag.com](http://www.XXLMag.com) for fans to hear the submissions.

Together, the grand prize winners will have the opportunity for their song to be placed on the music soundtrack for **NBA 2K11** and become the featured track in **NBA 2K11**'s upcoming NBA Finals TV Spot that will air during the first week of June 2010. In addition, the winners will receive an all-expense-paid trip to New York City, where they will have the special opportunity to perform the song live at Duck Down's CMJ Showcase in October 2010. For a full recap of the rules and regulations, and to hear the final 10 tracks selected, including the grand prize winners, visit [www.Duckdown.com/NBA2K11](http://www.Duckdown.com/NBA2K11).

For more information on 2K Sports, visit [www.2KSports.com](http://www.2KSports.com).

2K Sports is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO).

*\*According to The NPD Group estimates of U.S. retail video game sales through March 2010*

### About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer 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) video game and entertainment system from Microsoft, Wii(TM), Nintendo DS(TM), iPhone(TM), iPod(R) touch and iPad. The Company publishes and develops products through its wholly owned labels Rockstar Games and 2K, which publishes its titles under 2K Games, 2K Sports and 2K Play. The Company'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).

### About the NBA

The NBA and individual NBA member team identifications used on or in this product are trademarks, copyrighted designs and other forms of intellectual property of NBA Properties, Inc. and the respective NBA member teams and may not be used, in whole or in part, without the prior written consent of NBA Properties, Inc. (C) 2010 NBA Properties, Inc. All rights reserved.

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

### **Cautionary Note Regarding Forward-Looking Statements**

The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for the Company's future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including: our dependence on key management and product development personnel, our dependence on our Grand Theft Auto products and our ability to develop other hit titles for current generation platforms, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, our ability to raise capital if needed and risks associated with international operations. Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2009, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended January 31, 2010, and the Company's other periodic filings with the SEC, which can be accessed at [www.take2games.com](http://www.take2games.com). All forward-looking statements are qualified by these cautionary statements and apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

SOURCE: Take-Two Interactive Software, Inc.

#### **2K Sports**

Chris Snyder, 415-507-7637

[chris.snyder@2ksports.com](mailto:chris.snyder@2ksports.com)

or

#### **Access Communications for 2K Sports**

Brian Roundy, 917-522-3540

[broundy@accesspr.com](mailto:broundy@accesspr.com)

or

#### **Duck Down Music Inc.**

Franz, 212-741-7100 x318

[franz@duckdown.com](mailto:franz@duckdown.com)

or

#### **Take-Two Interactive Software, Inc**

Meg Maise, 646-536-2932

Corporate Press/Investor Relations

[meg.maise@take2games.com](mailto:meg.maise@take2games.com)