

2K Sports Announces NBA(R) 2K8 Now Available

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NEW YORK--(BUSINESS WIRE)--Oct. 2, 2007--2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced that NBA(R) 2K8 is now available at North American retailers for the Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system and PlayStation(R)2 computer entertainment system. NBA 2K8 is the latest installment of the #1 rated* NBA(R) 2K series for three years running and follows NBA(R) 2K7, last year's top selling** basketball game for Xbox 360. As the latest addition to this benchmark franchise, NBA 2K8 sets a new standard for next generation sports gaming with an exciting set of all-new features, improved visuals and gameplay.

New features available in NBA 2K8 include:

- Sprite Slam Dunk Contest: Rock the house 2K style with gravity-defying jams as gamers perform from over 300 dunk variations! Up to four players can play to raise the competition level and even compete online. Bobbito Garcia appears as the emcee of the contest.
- All-New Off-Ball Control: The player isn't just controlling the ballhandler anymore. Now on offense, users can switch off to other players to call for alley-oops, jostle for post-position, set screens, and more.
- Lock-On D: All-new defensive controls give users more control of their player than ever before. Use the right analog to play tighter defense on the ballhandler and run advanced defensive sets.
- The Association: Allows users to run their franchise by identifying player roles, balancing playing time, and keeping team morale up. The Hoopcast Simulator makes simulating games exciting, while SimCentral centralizes all necessary information for real-time stats, standings, injuries, and much more.
- Next Gen Movement Technology: With improved Signature Style technology, player movement has never looked this lifelike! Body actions and movements will react naturally to factors of speed, collisions and momentum, bringing the game to life like never before.
- Music: NBA 2K8 features three exclusive original tracks from the legendary J Dilla with Common, Madlib and Q-Tip with Talib Kweli providing vocals on their respective songs. Rounding out the soundtrack are offerings from Quasimoto, Percee P, Run-DMC, Devo, Cut Chemist, Fishbone, Stone Roses and many more.

NBA(R) 2K8 is rated E for Everyone and is available now for the Xbox 360(R) video game and entertainment system from Microsoft and the PLAYSTATION(R)3 computer entertainment system for \$59.99, and for the PlayStation(R)2 computer entertainment system for \$29.99.

For more information, log onto <http://www.2ksports.com>.

*According to GameRankings.com average scores of 2005-2007 NBA video games.

**According to NPD Funworld estimates of U.S. retail sales of Xbox 360 NBA video games.

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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