

2K Sports Congratulates Four-Time NBA Champion Kobe Bryant and Reveals Final Fan Voting Results for NBA(R) 2K10 Box Cover

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Fans Select Kobe Emphatically Tugging Lakers Jersey for Cover of NBA 2K10

NEW YORK--(BUSINESS WIRE)--Jun. 18, 2009-- 2K Sports today congratulates cover athlete and spokesman of *NBA 2K10*, Kobe Bryant of the Los Angeles Lakers, on his fourth career NBA championship after recently defeating the Orlando Magic in the 2009 NBA Finals. Bryant, who averaged over 32 points, five rebounds, and seven assists during the series, was named NBA Finals MVP and this fall will lend his championship pedigree to *NBA 2K10*, the #1 selling basketball video game* and #1 rated NBA simulation **.

“We want to congratulate Kobe on the phenomenal accomplishment of winning his fourth career NBA championship with the Los Angeles Lakers, along with being named NBA Finals MVP,” said Greg Thomas, senior vice president of sports development for 2K. “He’s undoubtedly solidified his legacy as one of the greatest players in NBA history, and we couldn’t have chosen to partner with a more fitting player to be on the cover of *NBA 2K10* this season, our 10th anniversary of the *NBA 2K* franchise.”

“It’s been an incredible journey for me and our team, and all of us could not be any happier right now,” said Bryant, a four-time NBA Champion for the Los Angeles Lakers. “It’s an exciting time to be partnered with 2K Sports right now, as we look forward to releasing a championship-caliber game together for 2K’s 10th Anniversary NBA Game.”

In celebration of Bryant’s fourth career NBA championship, the result of the fan voting contest to select the official *NBA 2K10* box cover is being revealed. Fans had the opportunity to select from four different *NBA 2K10* box covers, and the winning selection is the image of a passionate Bryant emphatically popping his Los Angeles Lakers jersey. Other box covers included a classic image of Bryant driving the lane and another of Kobe hanging in the air grasping a basketball.

Coming this fall, *NBA 2K10* is expected to deliver the most realistic, stylistic, and feature-rich simulation experience ever available in the *NBA 2K* franchise – from gameplay to graphics, presentation and online features. Developed by Visual Concepts, *NBA 2K10* is not yet rated by the ESRB and will be available for Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system, PlayStation®2 computer entertainment system, PSP® (PlayStation®Portable) system, Wii™ system from Nintendo, and Windows PC. For more information, please visit www.2ksports.com/games/nba2k10.

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 of Xbox 360 and PLAYSTATION®3 NBA titles from October 2008 through May 2009.

** The NBA 2K series, published by 2K Sports, outranked competitors based on GameRankings.com average scores of 2001-2008 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®3 and PlayStation®2 computer entertainment systems, PSP® (PlayStation®Portable) system, Xbox 360® video game and entertainment system from Microsoft, Wii™ and Nintendo DS™. 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. Take-Two also distributes software, hardware and accessories in North America through its Jack of All Games subsidiary. The Company’s common stock is publicly traded on NASDAQ under the symbol TTWO. For more corporate and product information please visit

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