

NBA 2K13 to Feature 2012 USA Basketball Men's National Team and Legendary 1992 "Dream Team"

August 15, 2012 3:16 PM ET

2K Sports proudly Announces Partnership with USA Basketball for NBA 2K13

NEW YORK--(BUSINESS WIRE)--Aug. 15, 2012-- 2K Sports today announced a partnership with USA Basketball to feature both the star-studded 2012 USA Basketball Men's National Team and the 1992 "Dream Team" in **NBA 2K13**, the next installment of the top-selling and top-rated NBA video game simulation franchise*.

"As executive producer, letting fans go head to head with these legendary USA teams was extremely important to JAY Z," said Jason Argent, vice president of marketing for 2K Sports. "We are excited to partner with USA Basketball, and share in JAY Z's enthusiasm in making this a reality in **NBA 2K13**."

The 2012 USA Basketball Men's National Team has earned recognition as one of USA Basketball's all-time greatest teams. **NBA 2K13** cover athlete Kevin Durant helped lead the USA to its successful showing and joins the elite list of accomplished basketball players who have represented USA Basketball.

"It was an incredible blessing to have been part of the 2012 USA Basketball National Team," said Durant. "USA Basketball's National Team legacy is incredible and so many of basketball's all-time greats have been part of it, I'm just honored to be in that group. Like everybody, I can't wait to see how our squad stacks up against the 1992 team in **NBA 2K13**."

The original "Dream Team" is widely considered the most dominant sports team ever assembled, and featured 11 Hall of Fame players including Michael Jordan, Magic Johnson, Clyde Drexler, Karl Malone, Chris Mullin, David Robinson and Charles Barkley.

"The experience we shared in Barcelona is truly one of the highlights of my career," said five-time NBA MVP and former **NBA 2K** cover athlete Michael Jordan. "Being able to represent not only my country but basketball as a whole is an honor that I will never forget."

"The fantasy matchup between the legendary 1992 'Dream Team' and the 2012 USA Men's national team has become one of the greatest sports debates of our time," stated JAY Z, the Executive Producer of **NBA 2K13**. "In **NBA 2K13**, we're giving fans the opportunity to play as two of the best teams ever assembled in sporting history, literally putting the debate right into their hands."

Developed by Visual Concepts, a 2K Sports studio, **NBA 2K13** is not yet rated by the ESRB and will be available on October 2, 2012 in North America and October 5, 2012 internationally for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, PSP® (PlayStation®Portable) system, Wii™ system and Windows PC. The Wii U™ version of the title will be available during the holiday season. Fans are encouraged to pre-order now at participating retailers in order to receive the NBA All-Star content on day one at no extra cost.

For more information on 2K Sports, visit <http://www.2KSports.com>.

For more information on **NBA 2K13**, visit <http://www.facebook.com/NBA2K>.

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

**According to 2008 - 2012 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through July 2012.*

NBA 2K13 is not yet rated by the ESRB. Visit <http://cts.vresp.com/c/?AccessCommunications/d63b685638/1ba191d56c/e11085b311> for rating information.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, marketer and publisher of

interactive entertainment for consumers around the globe. The Company develops and publishes products through its two wholly-owned labels Rockstar Games and 2K, which publishes its titles under the 2K Games, 2K Sports and 2K Play brands. Our products are designed for console systems, handheld gaming systems and personal computers, including smartphones and tablets, and are delivered through physical retail, digital download, online platforms and cloud streaming services. 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 <http://www.take2games.com>.

Xbox, Xbox 360 and Xbox LIVE are either trademarks or registered trademarks of the Microsoft group of companies.

"PlayStation" is a registered trademark of Sony Computer Entertainment Inc.

Nintendo trademarks and copyrights are properties of Nintendo.

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 March 31, 2012, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, which can be accessed at <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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50377677&lang=en>

Source: Take-Two Interactive

2K Sports

Ryan Balke

415-507-7698

ryan.balke@2ksports.com

or

Take-Two Interactive Software, Inc.

Alan Lewis (Corporate Press)

646-536-2983

alan.lewis@take2games.com

or

Access Communications for 2K Sports

Travis Moses

415-844-6218

tmoses@accesspr.com