

## Tapes 'n Tapes to Headline 2K Sports' 2nd Annual Hit-n-Run Tour for Major League Baseball(R) 2K7

March 27, 2007 8:16 AM ET

### National Hit-n-Run Tour to Feature Campus-Geared Video Game

#### Challenge and Music Tour

NEW YORK--(BUSINESS WIRE)--March 27, 2007--2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced the 2nd annual Hit-n-Run Tour for Major League Baseball(R) 2K7. The tour kicks off with a college campus focused video game tournament followed by XL Records' Tapes 'n Tapes headlining the tour's second leg. The tournament runs now through April 9th, with Tapes 'n Tapes taking over on April 16th through May 24th.

Kicking off the first half of the Hit-n-Run Tour, prior to Tapes 'n Tapes' arrival, is a campus roving video game tournament that invites the public to compete in the Home Run Derby mode of Major League Baseball(R)2K7 on both the Xbox 360(TM) video game and entertainment system from Microsoft and PLAYSTATION(R)3 computer entertainment system. The tournament champion will be awarded a trophy and prizes and all participants will receive a gift bag loaded with 2K Sports swag. The tournament leg will feature emcee DJ Statik Selektah from Shade 45, the Sirius Radio Show. Among the giveaways and prizes are select 2K Sports games, 2K Sports soundtrack CDs, exclusive T-shirts created by famous designers like IS050, limited edition baseball gloves by Rawlings, authentic retro style jerseys, and much more.

The second leg of the Hit-n-Run Tour switches from the tournament to the music, with Tapes 'n Tapes headlining a changing lineup of independent and mainstream alt rock artists from the Major League Baseball 2K7 soundtrack. The Major League Baseball 2K7 soundtrack redefines the sound of the sport for gamers of today.

"Working with Tapes 'n Tapes for the Hit-n-Run Tour is a great way to showcase how the sound of baseball has changed to suit the current generation of gamers," said Tim Rosa, 2K Sports Director of Brand and Lifestyle Marketing. "Their live performance is explosive and takes you down a path that is reminiscent of seeing The Pixies live for the first time. They kill it on every song, so we're excited to have them represent the 2K Sports brand."

Hailing from Minneapolis, Minnesota, Tapes 'n Tapes formed in 2003 and has released two albums, the self-released Tapes 'n Tapes EP in 2004 followed by the full-length release, The Loon, on Ibid Records in 2005. The band signed to XL Recordings in 2006, and the label re-released The Loon. With a myriad of influences and tempos, they represent a new breed of rock artist that defies any traditional genre blueprint. The band will be performing a combination of recent and unreleased songs from their upcoming album.

"Three-fourths of Tapes 'n Tapes love to play video games, and all of us are baseball fans, so it seemed like a good fit for us to have 'Insistor' on the soundtrack for Major League Baseball 2K7," said Josh Grier, Tapes 'n Tapes vocalist. "On top of all of that, what band wouldn't want to be on a soundtrack that also includes songs by The Stooges, Nirvana, The Pixies, The Walkmen, and The Thermals?"

#### Tournament Tour Dates:

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3/15 Tampa, FL - Tampa Amphitheater. Doors: 10pm-3am  
3/16-3/18 Orlando, Florida - Universal Theme Park  
3/19 Lake Buena Vista, FL - The Ballpark at Disney's Wide World  
of Sports. Doors: 1:05pm  
3/20-3/21 Miami, FL - Grande Promenade at the Winter Music Conference.  
Doors: 9am-6pm  
3/22 Tampa, FL - Vaughn Ctr. & Student Event Services at Univ. of  
Tampa. Doors: 10am-4pm  
3/23 Miami, FL - Grande Promenade at the Winter Music Conference.  
Doors: 12pm-4pm

3/24 Miami Beach, FL - National Hotel Pool Side. Doors: 1-4pm  
 3/25 Port Saint Lucie, FL - Spring Training at Traditional Field  
 3/26 Jupiter, FL - Spring Training at Roger Dean Stadium. Doors:  
 1:05pm  
 3/27 Atlanta, GA - Student Center at Georgia State Univ. Doors:  
 11-4pm  
 3/29 Statesboro, GA - Russell Union at Georgia Southern Univ.  
 Doors: 11-5pm  
 4/4 Charleston, SC - Brewer Center at Charleston Southern Univ.  
 Doors: 1-6pm  
 4/6 Charlotte, NC - Food Court/Student Activities Ctr. at Univ.  
 of N. Carolina. Doors: 12-4pm  
 4/9 Richmond, VA - Park Plaza at Virginia Commonwealth Univ.  
 Doors: 10-5pm

Tapes 'n Tapes Tour Dates:

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 4/16 Columbia, Missouri - The Blue Note  
 4/17 St. Louis, Missouri - Creepy Crawl  
 4/18 Nashville, Tennessee - Mercy Lounge  
 4/20 Dallas, Texas - Gypsy Tea Room & Ballroom  
 4/21 Austin, Texas - Emo's Alternative Lounging  
 4/22 Houston, Texas - Numbers  
 4/25 Phoenix, Arizona - Brickhouse  
 5/01 Santa Cruz, California - The Attic  
 5/02 San Francisco, California - Great American Music Hall  
 5/04 Portland, Oregon - Dante's  
 5/05 Seattle, Washington - Neumo's  
 5/06 Vancouver, B.C., Canada - Plaza Club  
 5/09 Denver, Colorado - Bluebird Theater  
 5/10 Omaha, Nebraska - Sokol Underground  
 5/11 Des Moines, Iowa - Vaudeville Mews  
 5/12 Chicago, Illinois - The Abbey  
 5/14 Ottawa, Ontario, Canada - Barrymore's  
 5/15 Montreal, Quebec City, Canada - Le National  
 5/16 Toronto, Ontario, Canada - Lee's Palace  
 5/17 Buffalo, New York - Mohawk Place  
 5/18 New York, New York - Irving Plaza  
 5/19 Boston, Massachusetts - Paradise Rock Club  
 5/22 Cleveland, Ohio - Grog Shop  
 5/23 Columbus, Ohio - The Basement  
 5/24 Newport, Kentucky - Southgate House

For more tour details, visit: [www.2ksports.com/games/mlb2k7](http://www.2ksports.com/games/mlb2k7)

Major League Baseball 2K7, rated "E" for Everyone, is in stores now for the Xbox 360(TM) and Xbox(R) video game and entertainment systems from Microsoft, the PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems, the PSP(R) (PlayStation(R)Portable) system, and Nintendo DS(TM). For more information log onto: [www.2ksports.com](http://www.2ksports.com)

#### 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(TM) 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 and 2K Sports, and Global Star Software; 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](http://www.take2games.com).

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SOURCE: Take-Two Interactive Software, Inc.