

## **2K Sports and Konami Swing Into Action with MLB(R) Power Pros 2008**

May 8, 2008 4:02 PM ET

### **Critically acclaimed baseball franchise gets ready for another season of great family fun**

NEW YORK & EL SEGUNDO, Calif., May 08, 2008 (BUSINESS WIRE) -- 2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), and Konami Digital Entertainment, Inc., today announced the next iteration of the wildly popular baseball franchise, MLB(R) Power Pros 2008, scheduled to be available for Wii(TM) home video game system from Nintendo and PlayStation(R)2 computer entertainment system this July, as well as Nintendo DS(TM) later this fall. As the highest-rated and top-selling baseball title in Japan, MLB Power Pros was available in North America for the first time last year. Its comedic visual appeal of miniature Major League Baseball player models has attracted a dedicated following through its easy-to-use controls and addictively fun gameplay experience.

"We're thrilled to partner with Konami again, and with the Baseball(TM) season now in full swing, we're proud to offer our fans a refreshingly smart and exciting baseball game that is easily accessible for all ages," said Christoph Hartmann, president of 2K. "Baseball enthusiasts will appreciate the variety of newly added features, intuitive game modes and improved overall feel, and we look forward to hitting one out of the park this season with MLB Power Pros 2008."

With over ten different exciting game modes including the traditional Practice, Exhibition, League and Home Run Challenge modes, MLB Power Pros 2008 will bring fans closer to the action than ever before. Gamers also get the opportunity to act as general manager and control the destiny of their own franchise in Season mode, or engage in entertaining role-playing story modes such as Success and MLB(R) Life modes. As general manager, gamers can trade, sign free agents, coordinate practice schedules, purchase new equipment, call up and send down players from the Minor Leagues(TM), along with other management options to bring in fans, win playoff games and eventually, earn the title of World Series(TM) champion.

In Success mode, fans can participate in a story-based career of rising players in the Double-A Minor League system trying to improve their baseball skills and make an impression on baseball scouts while also having to balance various situations in their personal lives. Through a variety of amusing training and game challenges, players who complete Success mode will also be able to take their created player files into MLB Life as well, or also play as either an existing Major League Baseball(R) player in Dream Mode, or start as a rookie in Major League Career mode. As a new feature in MLB Power Pros 2008, MLB Life is another story-based mode that will allow fans the possibility to simulate the exciting life and experience of being a Major League Baseball player over the course of a 20-year career. While continuing to play in games through the regular baseball season, players will also participate in a number of realistic situations such as signing contracts, purchasing houses and cars, making charitable donations, building up relationships with friends and teammates, picking up hobbies and much more.

With easy, pick-up-and-play hitting and pitching controls, along with intuitive Wii functionality, other new features in MLB Power Pros 2008 include support of 40-man rosters, change of ball speed, adjustment of defensive shifts, along with a real-time bullpen check functionality for substituting pitchers. MLB Power Pros 2008 will also support the option for players to import their Wii-based characters, Miis(TM), from their Wii or Wii Remote(TM) to become part of the exciting action!

MLB Power Pros 2008, developed by Konami Digital Entertainment, Inc., is not yet rated by the ESRB, and will be available for Wii and the PlayStation 2 system this July, as well as Nintendo DS later this fall. For more information, please visit [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)3 and PlayStation(R)2 computer

entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox 360 and Xbox video game and entertainment systems from Microsoft, Wii, Nintendo DS, Nintendo GameCube(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](http://www.take2games.com).

#### About Konami

Konami is a leading developer, publisher and manufacturer of electronic entertainment properties. Konami's titles include the popular franchises Metal Gear Solid(R), Silent Hill(R), Dance Dance Revolution(R) and Castlevania(R), among other top sellers. The latest information about Konami can be found on the Web at [www.konami.com](http://www.konami.com). Konami Corporation is a publicly traded company based in Tokyo, Japan, with subsidiary offices, Konami Digital Entertainment, Co., Ltd., in Tokyo, Japan, Konami Digital Entertainment, Inc., in the United States and Konami Digital Entertainment GmbH in Frankfurt, Germany. Konami Corporation is traded in the United States on the New York Stock Exchange under the ticker symbol KNM. Details of the products published by Konami can be found at [www.konami.com](http://www.konami.com).

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#### Important Legal Information

In connection with the tender offer commenced by Electronic Arts Inc., the Company has filed with the Securities Exchange Commission a Solicitation/Recommendation Statement on Schedule 14D-9. The Company's stockholders should read carefully the Solicitation/Recommendation Statement on Schedule 14D-9 (including any amendments or supplements thereto) prior to making any decisions with respect to Electronic Arts' tender offer because it contains important information. Free copies of the Solicitation/Recommendation Statement on Schedule 14D-9 and the related amendments or supplements thereto that the Company has filed with the SEC are available at the SEC's website at [www.sec.gov](http://www.sec.gov). This communication does not constitute an offer to sell or invitation to purchase any securities or the solicitation of an offer to buy any securities, pursuant to Electronic Arts' tender offer or otherwise.

This press release may contain forward-looking statements made in reliance upon the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws. Such forward-looking statements are based on the beliefs of our management as well as assumptions made by and information currently available to them. The Company has no obligation to update such forward-looking statements. Actual results may vary significantly from these forward-looking statements based on a variety of factors. These risks and uncertainties include the matters relating to the Special Committee's investigation of the Company's stock option grants and the restatement of our consolidated financial statements. The investigation and conclusions of the Special Committee may result in claims and proceedings relating to such matters, including previously disclosed shareholder and derivative litigation and actions by the Securities and Exchange Commission and/or other governmental agencies and negative tax or other implications for the Company resulting from any accounting adjustments or other factors. Further risks and uncertainties associated with Electronic Arts' tender offer to acquire the Company's outstanding

shares are as follows: the risk that key employees may pursue other employment opportunities due to concerns as to their employment security with the Company; the risk that the acquisition proposal will make it more difficult for the Company to execute its strategic plan and pursue other strategic opportunities; the risk that the future trading price of our common stock is likely to be volatile and could be subject to wide price fluctuations; and the risk that stockholder litigation in connection with Electronic Arts' tender offer, or otherwise, may result in significant costs of defense, indemnification and liability. Other important factors are described in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2007, 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, 2008, in the section entitled "Risk Factors." All forward-looking statements are qualified by these cautionary statements and are made only as of the date they are made.

SOURCE: Take-Two Interactive Software, Inc.

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