

## **2K Sports Announces In-Game Soundtrack and Music Partnership with Pitchfork Media for Major League Baseball(R) 2K8**

February 29, 2008 6:01 PM ET

### **Pitchfork Media and 2K Sports join forces to rock stadiums in Major League Baseball 2K8 and at South by Southwest (SXSW 2008)**

NEW YORK, Feb 29, 2008 (BUSINESS WIRE) -- 2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today a partnership with renowned and influential music outlet Pitchfork Media in support of the highly anticipated title, Major League Baseball 2K8. Pitchfork has made a name for itself since its inception in 1996 as the de facto online source for quality and discerning music reviews and news. The Pitchfork staff also shares passion for the game of baseball and it is the combination of their passion for music and baseball that makes them the perfect partner in constructing a truly epic soundtrack for Major League Baseball 2K8.

2K Sports has invited Pitchfork Media to select half of the music to be featured in Major League Baseball 2K8, guaranteeing that, along with the deepest and most authentic baseball simulation experience available, fans will also be able to enjoy a cutting-edge selection of the hottest music around - including artists such as Modest Mouse, Peter Bjorn & John, The Cure, The Strokes, LCD Soundsystem, and Black Rebel Motorcycle Club. Each artist and song selected for the game by Pitchfork Media will be denoted as a "Pitchfork Pick," and will include additional bio information as well.

In the shared spirit of promoting independent artists and music, 2K Sports will join the 3rd Annual Pitchfork/Windish Agency day party at the SXSW 2008 conference in Austin, Texas on Friday, March 14th. The lineup will include Major League Baseball 2K8 "Pitchfork Pick" and garage-rock mainstay Jay Reatard performing alongside other breakout acts. Featuring over fifty stages and venues in downtown Austin, SXSW 2008 showcases hundreds of musical acts from around the globe and is known as one of the premier and most influential music events of the year.

"Pitchfork Media is a respected and reliable part of the independent music community and an integral part of the lives of hundreds of thousands of music enthusiasts worldwide," said Tim Rosa, director of brand and lifestyle marketing at 2K Sports. "This is the first time Pitchfork Media has partnered with a videogame publisher, which is exciting since we share the same dedicated passion for highlighting new artists and being involved in independent music. We've always respected their impeccable taste and no-holds-barred voice in the music industry because it complements our approach to games - we both want to push our respective industries further by supporting independent substance over mainstream smoke."

"Baseball and video games are two of Pitchfork's favorite hobbies, so the opportunity to select music for Major League Baseball 2K8 is a dream come true," said Chris Kaskie, associate publisher at Pitchfork Media. "Partnering with 2K Sports is a natural fit for Pitchfork, as they're a like-minded company that shares a passion for music and a desire to promote forward-thinking and exciting new projects instead of following a more traditional path. We're thrilled to work with 2K Sports to select one half of the Major League Baseball 2K8 soundtrack, and can't wait to play the game."

Below is the list of songs that will be included in the soundtrack of Major League Baseball 2K8.

-- Battles -- Atlas\*\*

-- Black Rebel Motorcycle Club -- Need Some Air

-- Blitzen Trapper -- Wild Mountain Nation\*\*

-- Dinosaur Jr. -- Almost Ready\*\*

-- Jay Reatard -- My Shadow\*\*

-- Kasabian -- Reason Is Treason

-- LCD Soundsystem -- Watch The Tapes\*\*  
-- Modest Mouse -- Dashboard  
-- Peter Bjorn & John -- The Chills  
-- The Cars -- Moving In Stereo  
-- The Cool Kids -- 88\*\*  
-- The Cure -- Never Enough  
-- The Flaming Lips -- The W.A.N.D. - no MF edit  
-- The Hold Steady -- Stuck Between Stations\*\*  
-- The Presidents Of The United States Of America -- Cleveland Rocks  
-- The Revolution Fox Experiment -- Hyper Charlie  
-- The Strokes -- Someday

\*\* Denotes a "Pitchfork Pick" selection

Major League Baseball 2K8, rated E for Everyone by the ESRB, will be available in retail stores on March 4, 2008 for Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system, PlayStation(R)2 computer entertainment system, PSP(R) (PlayStation(R)Portable) system, and Wii(TM) home video game system.

For more information about Major League Baseball 2K8, 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(R) and Xbox(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](http://www.take2games.com).

#### About Pitchfork Media

Created in 1995, Pitchfork Media has become the leading independent resource for music journalism, with incisive focus on indie rock, hip-hop, electronic, pop, metal, and experimental underground music. Publishing daily reviews, features, and interviews, as well as real-time music news coverage, Pitchfork has developed one of the web's most devoted and loyal followings, establishing itself during its 11-year history as the world's most authoritative online music publication.

Major League Baseball trademarks and copyrights are used with permission of Major League Baseball Properties, Inc. Visit the official Major League Baseball website at [MLB.com](http://MLB.com) (C) MLBPA-Official Licensee, Major League Baseball Players Association. Visit [www.MLBPLAYERS.com](http://www.MLBPLAYERS.com), the Players Choice on the web.

Microsoft, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies and are

used under license from Microsoft.

"PlayStation", "PLAYSTATION", and "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc.

Wii and the Wii logo are trademarks of Nintendo. (C) 2006 Nintendo.

This press release contains 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. 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." Further risks and uncertainties associated with Electronic Arts' unsolicited proposal to acquire the Company include: 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; and the risk that stockholder litigation in connection with Electronic Arts' unsolicited proposal may result in significant costs of defense, indemnification and liability. 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.

2K Sports

Bryan Lam, 415-507-7677

bryan.lam@2ksports.com

α

Access Communications for 2K Sports

Chase, 415-844-6289

chase@accesspr.com

α

Take-Two Interactive Software, Inc.

Meg Maise, 646-536-2932

meg.maise@take2games.com