

2K Sports Announces Michael Jordan – the Greatest of All Time – to Grace the Cover of NBA® 2K11

June 3, 2010 3:09 PM ET

Legendary former NBA star makes a virtual return to the hardwood this fall

New York, NY – June 3, 2010 – 2K Sports announced today that 14-time NBA All-Star, five-time NBA Most Valuable Player, six-time NBA World Champion and recent Hall of Fame inductee, Michael Jordan, will appear on the cover of **NBA® 2K11**. Jordan, who is considered by many as the greatest basketball player in history, will fittingly team up with the **NBA 2K** series, the top rated and top selling basketball simulation video game*.

“It’s an honor to be featured on the cover of **NBA 2K11**,” said Jordan, current majority owner of the Charlotte Bobcats. “I have no doubt that **NBA 2K11** will be a big hit with gamers and basketball fans alike. I’m looking forward to getting back out onto the court, virtually. Let’s hope they get my dunk from the foul line right.”

2K Sports is paying homage to the NBA legend by placing him on the cover of its award-winning franchise. **NBA 2K11** will continue to build upon the outstanding success of the **NBA 2K** series with continued improvements to the graphics, gameplay, signature styles and game modes seen in previous iterations.

“Without a doubt, Michael Jordan is the greatest of all time and we’re excited to partner with a living legend,” said Greg Thomas, president of product development for 2K Sports. “Working with Jordan adds tremendously to our game and lets us do things with **NBA 2K11** that we’ve never been able to do before.”

NBA 2K11 is not yet rated by the ESRB and will be available October 5, 2010. For more information, please visit www.2ksports.com/nba2k11.

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

**According to 2008 – 2010 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through April 2010*

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer 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™, Nintendo DS™, iPhone™, iPod® touch and iPad. 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. 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 www.take2games.com.

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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 October 31, 2009, 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, 2010, and the Company's other periodic filings with the SEC, which can be accessed at 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.

CONTACT:

Chris Snyder
2K Sports
(415) 507-7637
chris.snyder@2ksports.com

Brian Roundy
Access Communications for 2K Sports
(917) 522-3540
broundy@accesspr.com

Meg Maise (Corporate Press/Investor Relations)
Take-Two Interactive Software, Inc.
(646) 536-2932
meg.maise@take2games.com