

2K Sports Names Detroit Tigers' Pitcher, Justin Verlander, as Cover Athlete for Major League Baseball(R) 2K12

November 4, 2011 8:02 AM ET

Leading Candidate for American League Cy Young and Most Valuable Player Awards

NEW YORK, Nov 04, 2011 (BUSINESS WIRE) -- 2K Sports announced today that Justin Verlander, ace pitcher for the Detroit Tigers, has been named the cover athlete for the upcoming video game **Major League Baseball(R) 2K12**, the next iteration of the popular **Major League Baseball 2K** series. Verlander was selected yesterday by his peers as the Players Choice Award winner for Player of the Year and American League Outstanding Pitcher.

"It's a dream come true to be on the cover of **Major League Baseball 2K12**," said Verlander, who pitched the second no-hitter of his career this season. "I've worked closely with 2K Sports on the **MLB 2K** series since 2007, and I couldn't be more excited to continue my relationship with such a great baseball game."

Only the thirteenth pitcher in baseball history to throw multiple no-hitters and the first Detroit Tiger to win 20 games since 1991, Verlander pitched the Tigers to an AL Central title and into the 2011 American League Championship Series. Verlander is favored to win the American League Cy Young Award for pitching excellence during the 2011 season, and could even become the first pitcher since 1992 to win the Most Valuable Player Award.

"Justin's amazing performance this season speaks for itself," added Jason Argent, vice president of marketing for 2K Sports. "Between his second career no-hitter and leading the league in virtually every pitching category, I can't think of anyone else but Justin Verlander to serve as the face of **Major League Baseball 2K12**."

Developed by 2K Sports' Visual Concepts studio, **Major League Baseball 2K12** is not yet rated by the ESRB and will be available this March for the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system, the Wii(TM) system from Nintendo, PlayStation(R)2 computer entertainment system, PSP(R) (PlayStation (R)Portable) system, Nintendo DS(TM) and Windows PC.

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

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

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 banners of 2K Games, 2K Sports and 2K Play. Our products are designed for multiple platforms and delivery channels including online, streaming and local game play, and feature compatibility with a number of devices including: console systems, personal and portable computer and gaming dedicated systems and 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>.

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

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.

Wii is a trademark 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, 2011, 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=50054727&lang=en>

SOURCE: Take-Two Interactive

2K Sports

Ryan Jones, 415-507-7816

ryan.jones@2k.com

or

Access Communications for 2K

Steve Imm, 415-844-6286

simm@accesspr.com

or

Take-Two Interactive Software, Inc.

Alan Lewis (Corporate Press)

646-536-2983

alan.lewis@take2games.com