

2K Sports Delivers Unique New Features for NBA 2K7; Signature Style Player Animations, Enhanced Arena Atmosphere and More

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NEW YORK--(BUSINESS WIRE)--Sept. 13, 2006--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), announced today new standard-setting features for NBA 2K7. NBA 2K7, the highest rated NBA simulation video game series*, delivers a new benchmark in high-level visual player details with Signature Style player animations. NBA 2K7 also enhances the overall NBA atmosphere with hyper-detailed arenas, enhanced arena lighting, and numerous new camera angles to truly deliver the next generation of basketball video games.

Signature Style elevates next generation animation and adds new level of gameplay strategies as gamers adjust to the different shooting styles of each NBA player. Whether it's Shaquille O'Neal's two-handed drop step dunk, Steve Nash's dribble, Gilbert Arenas' wrap around the waist free throw routine, Richard Hamilton adjusting his face mask, Allen Iverson's crossover move, or Shawn Marion's fadeaway jumpshot, Signature Style comprises over 300 unique animations in shooting, dribbling, and dunking in NBA 2K7.

"Gamers will appreciate the attention to detail to all NBA players in NBA 2K7," stated Greg Thomas, president of Visual Concepts, a 2K Sports studio. "Utilizing the power of next generation systems, 2K Sports is taking the first steps in bringing the details that sports fans have been looking for in their sports video games. In NBA 2K7, NBA players are recognizable by sight, and through Signature Style, gamers will be able to distinguish NBA players by their movement, positioning, shooting animations, and behavior. 2K Sports is setting the standard with NBA 2K7."

The level of detail has also been dramatically enhanced around the players, as NBA 2K7 features hyper-detail to every NBA arena. New lighting effects have been authentically replicated to give each court its own look and character. New crowd reactions and animations deliver more life to each of the games, as well as new arena specific elements of mascot animations, dance team performances, and much more. Lastly, users can experience the game with over 30 new camera angles ranging from the birds-eye view from the upper-level seats, to the eye level view from the coach's cam. All of these cameras are further customizable to any gamer preference, giving gamers hundreds of new ways to watch the best NBA simulation video game for the next generation.

NBA 2K7 will be available for the Xbox 360(TM) and Xbox(R) video game and entertainment systems from Microsoft and PlayStation(R)2 computer entertainment system in September 2006, and will be available in holiday 2006 for the PlayStation(R)3 computer entertainment system**. More standard-setting features will be detailed in the near future.

For more information, log onto <http://www.2ksports.com>.

* According to GameRankings.com average scores of 2003-2006 basketball simulation video games.

** This title has not yet been concept approved for the PlayStation(R)3 system by Sony Computer Entertainment America.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is an integrated global developer, marketer, distributor and publisher of interactive entertainment software games and accessories for the PC, PlayStation(R) game console, PlayStation(R)2 computer entertainment system, PSP(R) (PlayStation(R)Portable) system, Xbox(R) and Xbox 360(TM) video game and entertainment systems from Microsoft, 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 products in North America through its Jack of All Games subsidiary. Take-Two also manufactures and markets video game accessories in Europe, North America and the Asia Pacific region through its Joytech subsidiary. The Company maintains sales and marketing offices in Cincinnati, New

York, Toronto, London, Paris, Munich, Madrid, Milan, Sydney, Breda (Netherlands), Auckland, Shanghai and Tokyo. 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.

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CONTACT: 2K Sports
Anthony Chau, 415-507-7609
achau@2ksports.com
or
Access Communications for 2K Sports
Cori Barrett, 415-844-6263
cbarrett@accesspr.com
or
Take-Two Interactive Software, Inc.
Corporate Press/Investor Relations:
Jim Ankner, 646-536-3006
james.ankner@take2games.com

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