

## 2K Sports Unveils New Features in College Hoops 2K8

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**Brand new All-American Training Challenge and 6th Man Advantage debut as innovative new features**  
NEW YORK, Oct 03, 2007 (BUSINESS WIRE) -- 2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today new features for College Hoops 2K8, the best rated college basketball game for five straight years\* and best selling college basketball video game series this past season\*\*.

A brand new feature for College Hoops 2K8 is the All-American Training Challenge, delivering an exciting series of passing, shooting, and defensive tests against some of college basketball's best former student-athletes. Also included in College Hoops 2K8 is the 6th Man Advantage, which brings a new level of interactive atmosphere to the college basketball experience.

"This year, the development team has added more remarkable new features in College Hoops 2K8 than ever before," said Greg Thomas, President of Visual Concepts, a 2K Sports studio. "Having a compelling and entertaining atmosphere is essential for a college basketball title and the 6th Man Advantage adds a new gameplay element that allows gamers to tap into the crowd's energy to benefit their team. With the All-American Training Challenge, gamers will go head-to-head with some of the best college basketball student-athletes in recent history in unique practice drills that provide a fun challenge while improving your College Hoops skills at the same time."

In the All-American Training Challenge, players will be able to improve their game skills by competing in passing, shooting, and defensive tests against former college basketball standouts like Mike Conley Jr. of Ohio State, Julian Wright of Kansas, Glen "Big Baby" Davis of LSU, Alando Tucker of Wisconsin, Al Thornton of Florida State, J.J. Redick of Duke, and College Hoops 2K8 cover athlete, Greg Oden of Ohio State. Gamers can progress through the challenge drills against these great players while tracking their best times and highest scores in the game. With multiplayer support for up to four players, gamers can compete against their friends to see who has the best College Hoops skills.

College basketball fans will truly feel the benefit of playing in front of a frenzied crowd--be it at home or in a neutral tournament venue--with the 6th Man Advantage where the energy of a team's fans can motivate a team to play harder and with more confidence. During a game, the 6th Man Meter measures the current energy and excitement level of the crowd. By scoring often, playing good defense, and raising the excitement level of the crowd, the 6th Man Meter will rise. Once the meter is full, the home team will gain the advantage of playing with less fatigue for a brief period while the opposing team will start to lose confidence in their playing ability. The 6th Man Advantage delivers a realistic element with how a great crowd can inspire their team to victory.

For five straight years, the College Hoops 2K series has been the top rated\* college basketball game on any console, and College Hoops 2K8 looks to continue that legacy with advanced next generation visuals and hundreds of new animations. With a wealth of new and innovative features, College Hoops 2K8 is set to continue its reign as the most authentic college basketball video game.

College Hoops 2K8 will be available this fall for the Xbox 360(R) video game and entertainment system from Microsoft, and the PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems. More new next generation features will be detailed in the near future.

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

\*According to GameRankings.com average scores of 2003-2007 college basketball video games.

\*\*According to NPD Funworld data for college basketball titles sold on Xbox 360, PLAYSTATION 3 and PlayStation 2 platforms.

## 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) game console, PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox(R) and Xbox 360(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).

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SOURCE: Take-Two Interactive Software, Inc.

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