

2K Sports Announces College Hoops 2K7, the Only College Basketball Title for the PLAYSTATION(R)3 System, Now Available

March 14, 2007 8:01 AM ET

NEW YORK--(BUSINESS WIRE)--March 14, 2007--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today that College Hoops 2K7, the #1 selling college basketball video game this holiday and the best-rated college basketball video game franchise three years running*, is now available in stores across North America for the PLAYSTATION(R)3 computer entertainment system.

"We're thrilled to deliver the first and only college basketball video game for the PLAYSTATION 3 system," said Greg Thomas, president of Visual Concepts, a 2K Sports studio. "The excitement for college basketball is at its annual high - great timing for College Hoops 2K7 for the PLAYSTATION 3 system, which delivers the most authentic and captivating college basketball video game experience anywhere."

College Hoops 2K7 brings the pageantry and excitement of college basketball with Signature Style animations and the award-winning Shot Stick shooting feature. College Hoops 2K7 on the PLAYSTATION 3 system introduces the all-new tilt control free throw shooting feature utilizing the SIXAXIS(TM) wireless controller. By tilting the SIXAXIS wireless controller to shoot the ball from the foul line, players will be able to experience the motion of sinking free throws.

College Hoops 2K7 for the PLAYSTATION 3 system also includes seamless online play. With comprehensive league features, expansive stat tracking, amazing college atmosphere, and multiplayer gameplay for up to ten players, College Hoops 2K7 for the PLAYSTATION 3 system delivers an unmatched online college basketball video game experience.

Featuring cover athlete and J.J. Redick, former star player for the Duke University Blue Devils, College Hoops 2K7 is rated E for Everyone and is available now for the PLAYSTATION 3 and the PlayStation(R)2 computer entertainment systems, and the Xbox 360(TM) and Xbox(R) video game and entertainment systems from Microsoft.

For more information, log onto www.2ksports.com.

*According to GameRankings.com average scores of 2004-2006 college basketball simulation video games.

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(TM) 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 and 2K Sports, and Global Star Software; 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.

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About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 380,000 student-athletes at more than 1,000 member colleges and universities. Each

year, more than 49,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to www.ncaa.org.

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SOURCE: Take-Two Interactive Software, Inc.