

2K Sports Announces College Hoops 2K8 Now Available

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NEW YORK--(BUSINESS WIRE)--Nov. 21, 2007--2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), proudly announced today that College Hoops 2K8 is now available in stores across North America for the Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system and PlayStation(R)2 computer entertainment system.

College Hoops 2K8, the latest edition of the best selling* and number one rated** college basketball video game series for five years running, continues the tradition of delivering the most realistic college basketball experience with the deepest feature enhancements in the history of the franchise, countless new animations and stunning next generation visuals.

"College Hoops 2K8 is the most authentic and exciting college basketball game to date," said Greg Thomas, President of Visual Concepts, a 2K Sports studio. "This year we introduced our most extensive and innovative feature set yet with additions that will both thrill the hardcore gamer and entice the casual gamer."

College Hoops 2K8's new feature set includes:

- 2KU: The Complete College Experience - All-new arenas and mascots have been built from top to bottom to create a unique and true-to-life environment for all the big schools. Add in home-crowd chants, school bands, fight songs, cheerleaders and over 70 alternate team uniforms, and you've got the most authentic college basketball experience ever created.
- 6th Man Advantage - Give your home team the advantage on the floor with the energy from the crowd.
- All-American Training Challenge - Improve your skills in passing, shooting and defense by going head-to-head with former college stars including Mike Conley, Glen Davis, Greg Oden, J.J. Redick, Al Thornton, Alando Tucker and Julian Wright.
- Maximum Passing - One press of a button puts a full slate of pass options at your fingertips. With Total Control Passing, simply hold down the trigger to transform the face buttons into a complete passing menu. Now you can throw a lob, chest, bounce, or lead pass on the fly, anytime and every time you have the ball.
- PlayVision - Execute each play to perfection with PlayVision. Pick a play to run on offense, and then watch the play shown step-by-step on the floor, so you know exactly where to go and what to do next.
- Play Designer - Got a new play up your sleeve for your favorite team? Now you can design your own plays, exactly as you want to run them, and add them to your team's playbook. With the all-new Play Designer you're no longer limited to just what the coaching staff has laid out.
- Improved Legacy mode - Deeper Legacy Mode with new Amateur Basketball Leagues, Create-a-Recruit and much more.
- 2K Share - You can now save and swap your customized game settings with friends online using 2K Share. Create your own team rosters, school chants, customized plays and game sliders, then share them with friends and other players!
- Original Soundtrack - Over 200 authentic college fight songs,

plus music from some of today's hottest bands and DJ's.

College Hoops 2K8 is rated E for Everyone and is available now for the Xbox 360(R) video game and entertainment system from Microsoft and the PLAYSTATION(R)3 computer entertainment system for \$59.99 and for the PlayStation(R)2 computer entertainment system for \$19.99.

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

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

**According to GameRankings.com average scores of 2003-2007 college basketball 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(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.

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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Company resulting from any accounting adjustments or other factors. Other important factors are described in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2006, and in the Company's Form 10-Q for the third quarter ended July 31, 2007 in the section entitled "Risk Factors."

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