

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

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PlayVision and Play Designer unveiled as innovative new features

NEW YORK--(BUSINESS WIRE)--Oct. 30, 2007--2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced more exciting new features for College Hoops 2K8, the #1 selling college basketball game last year* and the #1 rated college basketball game five years running**.

New to this year's edition of the 2K Sports' College Hoops series is PlayVision, allowing gamers to execute every play on the court to perfection. PlayVision draws out each play step-by-step, detailing where on the court to pass, move, and watch for a screen. Each step of the play is illustrated with a different graphic, making plays easy to execute with accuracy and precision. PlayVision also works when playing with two or more people on the same team by indicating where the gamers need to set up their players to execute the play.

"Among many other exciting new features this year, we focused on making plays easier to execute while also adding the ability to create your own types of plays. PlayVision and Play Designer work hand-in-hand to allow gamers to learn the fundamental movements of basketball plays and in turn enable users to get a much more realistic college basketball experience," said Greg Thomas, President of Visual Concepts, a 2K Sports studio.

With the all new Play Designer, gamers can create their own plays from beginning to end and customize their playbook. Gamers can determine where their players begin a play, tell each player what to do using numerous moves, and then bring in various types of defenses to test their plays against. Once created in Play Designer, any play can be executed during a game and seen on the court with PlayVision.

College Hoops 2K8, the best selling college basketball video game this past year* and best rated college basketball game for five years running**, returns this year with the deepest feature enhancements in the history of the franchise, advanced next generation visuals and countless new animations to deliver the most innovative and authentic college basketball video game experience to date.

College Hoops 2K8 will be available this fall for the Xbox 360(R) video game and entertainment system from Microsoft, the PLAYSTATION(R)3 computer entertainment system and the PlayStation(R)2 computer entertainment system.

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

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

**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.

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