

## 2K Play's Nicktoons MLB® 3D Slides into Home as First Baseball Game on Nintendo 3DS™

March 6, 2012 7:30 AM ET

*Nickelodeon's animated All-Stars challenge baseball's best in new dimension of handheld fun*

NEW YORK--(BUSINESS WIRE)--Mar. 6, 2012-- 2K Play, Nickelodeon, the Major League Baseball Players Association and Major League Baseball Properties® today announced that **Nicktoons MLB 3D** is now in stores. The first baseball game designed exclusively for the Nintendo 3DS™ hand-held system, **Nicktoons MLB 3D** combines the talent and tenacity of baseball's best players with the spunk and sponginess of Nickelodeon's Nicktoons characters, adding a new dimension of fun and depth to the baseball gaming genre.

Players can step up to the plate with an outrageous roster of Nicktoons characters, including sophomore sluggers SpongeBob SquarePants, ZIM, Ren Hoek, Patrick Star, GAZ, and Aang, as well as rookie players Jimmy Neutron and Hiro Mightypaw, who are new to the **Nicktoons MLB** franchise. They'll take on - or play side-by-side with - 175 top players from all 30 MLB® clubs including Jacoby Ellsbury (Boston Red Sox), Albert Pujols (Los Angeles Angels), Miguel Cabrera (Detroit Tigers), Jose Reyes (Miami Marlins), Chris Carpenter (St. Louis Cardinals), and Mark Teixeira (New York Yankees).

In addition to updated rosters and logos from last season's Nintendo DS™ version - including the Miami Marlins' colorful new uniform - **Nicktoons MLB 3D** features 15 ballparks like the all-new Ook Park of Monkey Quest fame and Chase Field™, the site of the 2011 All-Star Game. New gameplay modes allow players to create a custom All-Star match-up in *Showdown*; use the augmented reality (AR) feature to enhance their cutter in *Frosty Freeze Toss*; blast line drives at oncoming boulders in *Rock 'N Roll* and more. **Nicktoons MLB 3D** also supports wireless two-player action for the ultimate in head to head competition.\*

Since **Nicktoons MLB** debuted last season for the Xbox 360® video game and entertainment system from Microsoft featuring support for Kinect™ for Xbox 360®, Wii™ system, and Nintendo DS™, the title has been well-received by fans and media alike. In addition to being deemed "a blast" by ESPN.com and "hilariously inventive" by Boys' Life, **Nicktoons MLB** was selected as one of the best video games of 2011 by Parents Magazine, making it a grand slam for gamers of all ages.

**Nicktoons MLB 3D** is the first baseball game for the Nintendo 3DS™ and is available at retail for the suggested price of \$29.99. The game was developed by Black Lantern Studios and is rated E for everyone by the ESRB. \* Two Nintendo 3DS systems and two copies of the game are required for this mode.

For more information on Nicktoons MLB, please visit: [http://bhimpact.gamespress.com/product\\_page.asp?i=1274](http://bhimpact.gamespress.com/product_page.asp?i=1274). Make sure to stay tuned for upcoming news on the game by visiting 2K Play on Facebook ([facebook.com/2kplayball](https://www.facebook.com/2kplayball)) and Twitter ([twitter.com/2KPlay](https://twitter.com/2KPlay)).

2K Play is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ:TTWO).

### About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, marketer and publisher of interactive entertainment for consumers around the globe. The Company develops and publishes products through its two wholly-owned labels Rockstar Games and 2K, which publishes its titles under the 2K Games, 2K Sports and 2K Play brands. Our products are designed for console systems, handheld gaming systems and personal computers, including smartphones and tablets, and are delivered through physical retail, digital download, online platforms and cloud streaming services. The Company's common stock is publicly traded on NASDAQ under the symbol TTWO. For more corporate and product information please visit our website at <http://www.take2games.com>.

### About 2K

Founded in 2005, 2K develops and publishes interactive entertainment for console systems, handheld gaming systems and personal computers, including smartphones and tablets through its three divisions: 2K Games, 2K Sports, and 2K Play that are delivered through physical retail, digital download, online platforms and cloud streaming services. 2K publishes titles in today's most popular gaming genres, including first-person shooters, action, role-playing, real-time strategy, sports, casual, and family

entertainment. The 2K label has some of the most talented development studios in the world today, including Firaxis Games, Visual Concepts, Irrational Games, 2K Marin, 2K Australia, 2K Czech, Cat Daddy Games, and 2K China. In just a few short years, 2K launched the 2007 Game of the Year - *BioShock*®; published the critically acclaimed *Borderlands*™; continued the award-winning *Sid Meier's Civilization*® series; delivered the #1 rated and #1 selling basketball franchise with *NBA*® 2K\*\*; and broke new ground in the family entertainment market with its multi-million unit selling hit *Carnival Games*. 2K is headquartered in Novato, California and is a wholly owned label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO). For more information, please visit <http://www.2K.com>.

*\*\*According to 2008 - 2012 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through January 2012.*

### **About Nickelodeon**

Nickelodeon, now in its 32nd year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 17 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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### **About Major League Baseball Players Association**

The Major League Baseball Players Association (<http://www.MLBPLAYERS.com>) is the collective bargaining representative for all professional baseball players of the thirty Major League Baseball teams and serves as the exclusive group licensing agent for commercial and licensing activities involving active Major League baseball players. On behalf of its members, it operates the Players Choice licensing program and the Players Choice Awards, which benefit the needy through the Major League Baseball Players Trust, a charitable foundation established and run entirely by Major League baseball players.

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apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50193294&lang=en>

Source: Take-Two Interactive

**Bender/Helper Impact for 2K Play**

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