

2K Sports Announces Unprecedented Partnership with JAY Z for NBA® 2K13

August 1, 2012 8:01 AM ET

Artist and entrepreneur to curate soundtrack and lend artistic vision to world's top NBA video game simulation franchise as Executive Producer

NEW YORK--(BUSINESS WIRE)--Aug. 1, 2012-- 2K Sports today announced an unprecedented partnership with entertainment mogul Shawn "JAY Z" Carter to serve as Executive Producer of **NBA® 2K13**, the next installment of the top-selling and top-rated NBA video game simulation franchise*.

"This has been a unique opportunity to collaborate with 2K Sports and be a part of one of the best sports video games in history," commented JAY Z. "**NBA 2K13** will be the next evolution in sports and basketball culture, and I'm ready to usher in the new era of the franchise."

JAY Z's interests and influences extend well beyond his illustrious music career as a 14-time Grammy award winner, as evidenced by his part-ownership of the 40/40 sports clubs and of the NBA's Brooklyn Nets, having recently helped craft that team's iconic black-and-white logo and visual identity. As Executive Producer of **NBA 2K13**, JAY Z's artistic vision and style will permeate the experience, from the overall look and feel of the game, to the hand-picked soundtrack, interactive in-game menus and more.

"We aren't content with just being the best, and we will continue to grow the **NBA 2K** franchise into one of today's premier entertainment experiences," said Jason Argent, vice president of marketing for 2K Sports. "JAY Z's role in **NBA 2K13** represents a unique fusion of basketball, music, art, and entertainment, and illustrates the evolution of **NBA 2K** into something much bigger than simply the best basketball video game series ever made."

The audio and visual aesthetics of **NBA 2K13** will reflect a balance of basketball and musical influences, with JAY Z himself hand-picking the game's soundtrack. The 24-song collection features some of his top hits, along with an eclectic mix of music's biggest acts.

Artist:	Title:
The Hours	Ali in the Jungle
Too Short	Blow the Whistle (Main)
Eric B. and Rakim	I Ain't No Joke
Phoenix	1901
JAY Z	Pump it Up (Freestyle)
Puff Daddy and the Family	Victory (feat. Notorious B.I.G. & Busta Rhymes)
Daft Punk	Around The World (Radio Edit)
Santigold	Shove It (feat. Spank Rock)
Kanye West	Amazing
JAY Z	Run This Town
The Dirty Projectors	Stillness is the Move
Nas	The World is Yours
Coldplay	Viva La Vida
Roy Ayers	We Live in Brooklyn, Baby
Justice	Stress
JAY Z	The Bounce
Kanye West	We Major (feat. Nas & Really Doe)
Mobb Deep	Shook Ones, Pt. II
Meek Mill	Ima Boss - Instrumental
Kanye West	Mercy (feat. Big Sean, Pusha T, and 2 Chainz)
U2	Elevation
JAY Z	On To The Next One
JAY Z	Public Service Announcement

JAY Z

H.A.M. (Instrumental)

2K Sports today also released a special trailer announcing JAY Z's integration in **NBA 2K13** which can be viewed at <http://youtu.be/re8bRD8PIWI>.

Fans are encouraged to enjoy select tracks from the **NBA 2K13** soundtrack (which can also be shared on Facebook) at <http://2kgam.es/NBA2KJAYZ>.

Developed by Visual Concepts, a 2K Sports studio, **NBA 2K13** is not yet rated by the ESRB and will be available on October 2, 2012 in North America and October 5, 2012 internationally for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, PSP® (PlayStation®Portable) system, Wii™ system and Windows PC. The Wii U™ version of the title will be available during the holiday season. Fans are encouraged to pre-order now at participating retailers in order to receive the NBA All-Star content on day one at no extra cost.

For more information on 2K Sports, visit <http://www.2KSports.com>.

For more information on **NBA 2K13**, visit <http://www.facebook.com/NBA2K>.

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

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

NBA 2K13 is not yet rated by the ESRB. Visit <http://cts.vresp.com/c/?AccessCommunications/d63b685638/1ba191d56c/e11085b311> for rating information.

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>.

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About JAY Z

Since 1996, 14-time Grammy award winner, Shawn "JAY Z" Carter has dominated the evolution of hip-hop. Between multiple businesses and accolades spanning the recording industry to global investment leaders such as Warren Buffet, JAY Z personifies the "American Dream." The Founder and Chairman of Rocawear is a co-owner of the NJ Nets and has a major interest in Carol's Daughter skin line, as well being involved in a partnership with the Iconix Brand Group. JAY Z served as President and CEO of Def Jam Recordings, where he fostered the careers of international stars Rihanna, Ne-Yo and Kanye West before entering into a partnership with Live Nation, forming the entertainment company, Roc Nation. With his collaborative effort with Kanye West, WATCH THE THRONE, his 12th #1 album, he has secured the record for most #1 albums by any solo artist. JAY Z continues his philanthropic work through his Water For Life initiative and the Shawn Carter Scholarship Foundation.

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Cautionary Note Regarding Forward-Looking Statements

The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for the Company's future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including: our dependence on key management and product development personnel, our dependence on our Grand Theft Auto products and our ability to develop other hit titles for current generation platforms, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, our ability to raise capital if needed and risks associated with international operations. Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended March 31, 2012, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, which can be accessed at <http://www.take2games.com>. All forward-looking statements are qualified by these cautionary statements and 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=50361683&lang=en>

Source: Take-Two Interactive

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