

2K Sports Announces NHL(R) 2K9 as First Official NHL and NHLPA Licensed Hockey Video Game for the Wii Console

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Exciting NHL hockey action pairs up with fun new features and Wii

Remote(TM) controls

NEW YORK--(BUSINESS WIRE)--June 12, 2008--2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced that the next iteration of the popular hockey franchise, NHL 2K9, will be coming to the Wii(TM) console from Nintendo this fall. As the first and only officially licensed NHL and NHLPA video game for Wii, NHL 2K9 will offer fans the fun opportunity to play like the pros using the Wii Remote(TM) controller as a hockey stick, and enjoy playing hockey in a wholly unique and entertaining experience like never before.

"Nintendo is thrilled to have 2K Sports' NHL 2K9 on the Wii platform this season," said Steve Singer, VP of Licensing at Nintendo of America Inc. "This title has been highly anticipated by our Wii consumers who will now be able to use the Wii Remote to face-off, play hockey, and fire a slap shot in their living rooms."

In celebration of NHL 2K9 for Wii, Nintendo's most iconic video game character, Mario(TM), will be walking down the red carpet during the 2008 NHL Awards tonight at the Elgin Theatre, 6:15 p.m. ET in Toronto. Fans in attendance will also have the special opportunity to meet and greet Mario and have their picture taken with him.

"It's our goal this year to bring the fun back to hockey video games," said Christoph Hartmann, president of 2K. "NHL 2K9 for Wii includes the full feature set as available on other platforms, and added Wii Remote controls and other exciting features specific for the Wii console will allow dedicated fans the opportunity to fully enjoy and embrace NHL hockey in a brand new experience."

NHL 2K9, being developed by Visual Concepts, is not yet rated by the ESRB, and will be available this fall for Xbox 360(R) video game and entertainment system from Microsoft, Wii console from Nintendo, PLAYSTATION(R)3 computer entertainment system, and PlayStation(R)2 computer entertainment system.

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)3 and PlayStation(R)2 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox 360 and Xbox video game and entertainment systems from Microsoft, Wii, Nintendo DS(TM), Nintendo GameCube(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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About Nintendo

The worldwide innovator in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its Wii(TM), Nintendo DS(TM), Game Boy(R) Advance and Nintendo

GameCube(TM) systems. Since 1983, Nintendo has sold nearly 2.7 billion video games and more than 460 million hardware units globally, and has created industry icons like Mario(TM), Donkey Kong(R), Metroid(R), Zelda(TM) and Pokemon(R). A wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as headquarters for Nintendo's operations in the Western Hemisphere. For more information about Nintendo, visit the company's website at www.nintendo.ca.

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"PlayStation", "PLAYSTATION" and "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc.

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Important Legal Information

In connection with the tender offer commenced by Electronic Arts Inc., the Company has filed with the Securities Exchange Commission a Solicitation/Recommendation Statement on Schedule 14D-9. The Company's stockholders should read carefully the Solicitation/Recommendation Statement on Schedule 14D-9 (including any amendments or supplements thereto) prior to making any decisions with respect to Electronic Arts' tender offer because it contains important information. Free copies of the Solicitation/Recommendation Statement on Schedule 14D-9 and the related amendments or supplements thereto that the Company has filed with the SEC are available at the SEC's website at www.sec.gov. This communication does not constitute an offer to sell or invitation to purchase any securities or the solicitation of an offer to buy any securities, pursuant to Electronic Arts' tender offer or otherwise.

This press release may contain forward-looking statements made in reliance upon the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws. Such forward-looking statements are based on the beliefs of our management as well as assumptions made by and information currently available to them. The Company has no obligation to update such forward-looking statements. Actual results may vary significantly from these forward-looking statements based on a variety of factors. These risks and uncertainties include the matters relating to the Special Committee's investigation of the Company's stock option grants and the restatement of our consolidated financial statements. The investigation and conclusions of the Special Committee may result in claims and proceedings relating to such matters, including previously disclosed shareholder and derivative litigation and actions by the Securities and Exchange Commission and/or other governmental agencies and negative tax or other implications for the Company resulting from any accounting adjustments or other factors. Further risks and uncertainties associated with Electronic Arts' tender offer to acquire the Company's outstanding shares are as follows: the risk that key employees may pursue other employment opportunities due to concerns as to their employment security with the Company; the risk that the acquisition proposal will make it more difficult for the Company to execute its strategic plan and pursue other strategic opportunities; the risk that the future trading price of our common stock is likely to be volatile and could be subject to wide price fluctuations; and the risk that stockholder litigation in connection with Electronic Arts' tender offer, or otherwise, may result in significant costs of defense, indemnification and liability. Other important factors are described in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2007, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended April 30, 2008, in the section entitled "Risk Factors." All forward-looking statements are qualified by these cautionary statements and are made only as of the date they are made.

CONTACT: 2K Sports
Bryan Lam, 415-507-7677
bryan.lam@2ksports.com
or
Take-Two Interactive Software, Inc.
Meg Maise, 646-536-2932

(Corporate Press/Investor Relations)
meg.maise@take2games.com
or
Access Communications for 2K Sports
Katie Pagliara, 917-522-3531
kpagliara@accesspr.com

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