

2K Sports' NHL 2K7 Delivers Innovative, Authentic Features to Create Unmatched Virtual Hockey Experience

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New Rivalry System, Unparalleled Online Capabilities and Other Enhanced Features Round Out the Most Compelling NHL Video Game Yet

NEW YORK, Sep 05, 2006 (BUSINESS WIRE) -- 2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), announced today a multitude of features in the acclaimed NHL 2K7, truly giving gamers the richest, most authentic and thrilling NHL video game experience on the market. NHL 2K7, the latest game in the top-rated hockey video game series for four-straight years*, is packed full of fresh features as well as franchise favorites, boasting a brand-new Rivalry System and the most robust online capabilities.

"The NHL 2K series has always had a deep-rooted tradition of innovation and quality," stated Greg Thomas, president of Visual Concepts, a 2K Sports studio. "That tradition continues with NHL 2K7, as we bring the drama and emotion of NHL rivalries to life with the Rivalry System, as well as deliver the best online experience in any hockey video game. 2K Sports is committed to bringing the most exciting and realistic sports video games to market and NHL 2K7 is our definitely our finest hockey game to date."

NHL 2K7 brings all of the intensity and excitement of team rivalries, with the new Rivalry System. In the Rivalry System, the season calendar helps players track their rivals and when they play them. As the season progresses, rivals can change depending on how the teams play against each other and the outcome of the games. A rivalry can increase, for example, if two teams have a set of particularly aggressive games, or if they face each other in repeated playoff series. Additionally, teams not originally listed as rivals can become rivals based on these various events. This dynamic Rivalry System adds a new level of drama when experiencing Franchise mode in NHL 2K7.

The NHL 2K series has always boasted innovative and unmatched online gameplay, and this year's game is no different as it furthers this tradition with an enhanced online experience fit for any hockey fan. In addition to a fantasy draft, online leagues, tournaments and management of leagues on the PC, gamers are now able to track overtime wins and losses in their leagues, adding yet another layer of NHL authenticity to online play.

New to NHL 2K7 is a completely overhauled skating engine that delivers silky, smooth animations at 60 frames-per-second, adding a realistic look and feel to the game. Players now lean and crossover during turns as well as deftly transition from forward to backward skating, enhancing the visual experience and also adding the ability to better position players for passes and offensive opportunities. More checking variations improve contact along the boards and in open ice while innovative Right Analog controls offer fully analog stick movement, giving players the power to decide where they want to move the stick, unlike any other hockey video game available. Other franchise favorites include deke moves, fully analog defensive stick maneuvers, revamped puck physics and rebounds, adding up to the finest NHL video game experience on any console.

NHL 2K7 will be available in September 2006 for the Xbox 360(TM) and Xbox(R) video game and entertainment systems from Microsoft, and the PlayStation(R)2 computer entertainment system; and will be available in holiday 2006 for the PlayStation(R)3 computer entertainment system**.

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

*According to GameRankings.com average scores of 2003-2006 hockey video games.

** This title has not yet been concept approved for the PlayStation(R)3 system by Sony Computer Entertainment America.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is an integrated global developer, marketer, distributor and publisher of interactive entertainment software games and accessories for the PC, PlayStation(R) game console, PlayStation(R)2 computer entertainment system, PSP(R) (PlayStation(R)Portable) system, Xbox(R) and Xbox 360(TM) video game and entertainment systems from Microsoft, 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 and 2K Sports, and Global Star Software; and distributes products in North America through its Jack of All Games subsidiary. Take-Two also manufactures and markets video game accessories in Europe, North America and the Asia Pacific region through its Joytech subsidiary. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Madrid, Milan, Sydney, Breda (Netherlands), Auckland, Shanghai and Tokyo. 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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SOURCE: Take-Two Interactive Software, Inc.

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