

2K Sports Announces MLB 2K12/NBA 2K12 Combo Pack

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Sports fans to hit home runs and hardwood with great offer exclusively for Xbox 360®

NEW YORK--(BUSINESS WIRE)--Feb. 8, 2012-- Giving sports fans something special to cheer about this season, 2K Sports today announced the **MLB 2K12/NBA 2K12 Combo Pack** will be available for purchase on March 6, 2012 at participating retailers for the MSRP of \$69.99 exclusively for the Xbox 360® video game and entertainment system from Microsoft.

Launching in conjunction with **Major League Baseball 2K12**, the **MLB 2K12/NBA 2K12 Combo Pack** will feature a full retail version of 2K Sports' new Major League Baseball offering, **MLB 2K12**, along with a full retail version of **NBA 2K12**.

Players who purchase the **MLB 2K12/NBA 2K12 Combo Pack**, along with those who purchase the standalone **MLB 2K12** offering, will be eligible to compete in this year's \$1 Million Perfect Game Challenge in which the eight finalists who throw the highest-ranked perfect games will compete in a live tournament with the winner claiming the grand prize. For more on this year's Perfect Game Challenge, please visit facebook.com/MLB2K.

"If you are serious about sports gaming, this offer is simply too good to pass up," said Jason Argent, vice president of marketing for 2K Sports. "Fans waiting to get their hands on **MLB 2K12** will also be able to grab **NBA 2K12**, our greatest basketball title to date."

NBA 2K12, the latest installment of the top-rated and top-selling NBA video game simulation franchise* has won 26 Sports Game of the Year awards since its October release. For more info on **NBA 2K12**, please visit <http://www.facebook.com/NBA2K>.

Developed by Visual Concepts, a 2K Sports studio, **MLB 2K12/NBA 2K12 Combo Pack** is rated E for everyone by the ESRB.

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

**According to 2008 - 2011 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through December 2011.*

Perfect Game Competition Rules and Regulations

GAME MUST BE PLAYED ON Xbox 360 OR PlayStation®3 system. OPEN TO LEGAL RESIDENTS OF THE 50 U.S. (D.C.), 13 OR OLDER (EXCLUDING AZ, CT, MD, ND, & VT). VOID IN AZ, CT, MD, ND, VT AND WHERE PROHIBITED. PERFECT GAME CHALLENGE QUALIFYING ROUND ("THE PERFECT CLUB") BEGINS ON 4/4/12 AT 9:00:01 AM PT AND ENDS AT 11:59:59 PM PT ON 4/30/12. PERFECT CLUB FINALISTS (IF ANY) WILL BE THE TOP 8 VERIFIED PERFECT GAMES IN ACCORDANCE WITH THE OFFICIAL RULES. PERFECT CLUB FINALISTS WILL BE REQUIRED TO COMPETE IN A TOURNAMENT FOR GRAND PRIZE. PERFECT CLUB FINALISTS AND GRAND PRIZE WINNER SUBJECT TO VERIFICATION. GRAND PRIZE WILL NOT BE AWARDED UNLESS AN ELIGIBLE ENTRANT THROWS A PERFECT GAME BY 4/30/12. SUBJECT TO THE OFFICIAL RULES LOCATED AT <http://WWW.2KSPORTS.COM/PERFECTGAME>.

Sony Computer Entertainment America takes no responsibility for this offer.

This content was not sponsored by Microsoft.

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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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, 2011, 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=50160732&lang=en>

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