

Joe Thornton Named Cover Athlete for NHL 2K7

June 22, 2006 7:45 AM ET

NEW YORK--(BUSINESS WIRE)--June 22, 2006--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today that NHL All-Star center Joe Thornton of the San Jose Sharks is the official spokesman and cover athlete for NHL 2K7. The 2005-06 NHL assist and points leader was the catalyst behind the San Jose Sharks' 2006 Stanley Cup Playoffs run, and has established himself as one of the best centers in the NHL.

The overall first pick of the 1997 NHL Entry Draft, Thornton has achieved many awards in his successful career. Named an NHL All-Star three consecutive times, Thornton has been a valuable member of Team Canada in international play, winning a gold medal for Team Canada in the 2004 World Cup, and was named MVP in the 2005 World Championship. In his first year at San Jose, he helped lead the Sharks into the 2006 NHL Playoffs with his diligent work ethic, exceptional passing, and unselfish play. He is the 2006 recipient of the Art Ross Trophy, awarded to the League's leader in points at the end of the regular season, as well as a nominee for this year's Hart Memorial Trophy as the League MVP and the Lester B. Pearson Award.

"We're very proud to have Joe Thornton represent NHL 2K7," stated Erik Whiteford, vice president of marketing, 2K Sports. "Joe had an amazing season and it was through his leadership, team-first philosophy, and winning attitude that make him the ideal athlete to be the face of our finest NHL 2K title to date."

"It's a great distinction to have been selected as the cover athlete for NHL 2K7," said Thornton. "The NHL 2K series has been recognized as the top rated and premiere NHL video game for several years and to be associated with such a great product is truly an honor."

Available in Fall 2006 for the Xbox 360(TM) and Xbox(R) video game and entertainment systems from Microsoft, PlayStation(R)3 computer entertainment system and PlayStation(R)2 computer entertainment system, NHL 2K7 features completely new and unique skating animations and delivers a fresh look and impeccable feel to each on-ice stride. NHL 2K7 also debuts a unique approach to viewing and experiencing virtual hockey with new dynamic cameras and an innovative presentation system that will immerse players into the intense drama of each hockey game. 2K Sports expects NHL 2K7 to continue the tradition as the best rated hockey game on any system.

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

About Take-Two Interactive Software, Inc.

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(TM) (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.

All trademarks and copyrights contained herein are the property of their respective holders.

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

This title has not yet been concept approved by Sony Computer Entertainment America.

Xbox, Xbox 360 and Xbox Live are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

NHL and the NHL Shield are registered trademarks of the National Hockey League. All NHL logos and marks and team logos and marks depicted herein are the property of the NHL and the respective teams and may not be reproduced without the prior written consent of NHL Enterprises, L.P. (C) 2006. All rights reserved. (C) NHLPA. NHL 2K7 is an Officially Licensed Product of the NHLPA. NHLPA, National Hockey League Players' Association and the NHLPA logo are trademarks of the NHLPA and are used under license by Take-Two Interactive Software, Inc.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995: This press release contains 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 important factors are described in the Company's Form 10-Q for the quarter ended April 30, 2006 in the section entitled "Risk Factors".

CONTACT: 2K Sports
Anthony Chau, 415-507-7609
achau@2Ksports.com
or
Access Communications for 2K Sports
Chase, 415-844-6289
chase@accesspr.com
or
Take-Two Interactive Software, Inc.
Jim Ankner, 646-536-3006
james.ankner@take2games.com

SOURCE: Take-Two Interactive Software, Inc.