

2K Sports Announces NBA® 2K12: Game of the Year Edition

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Best Buy exclusive includes award-winning game, "Legend's Showcase" add-on content, and commemorative poster with Michael Jordan, Magic Johnson and Larry Bird

NEW YORK--(BUSINESS WIRE)--Feb. 15, 2012-- 2K Sports today announced that the **NBA® 2K12: Game of the Year Edition** will be available on March 11, 2012 for \$49.99 for the Xbox 360® video game and entertainment system from Microsoft and PlayStation®3 computer entertainment system.

For a limited time, the package will be available exclusively at Best Buy stores nationwide. It includes a full retail version of **NBA 2K12**, the previously released Legend's Showcase add-on content and a commemorative poster featuring Michael Jordan, Magic Johnson and Larry Bird.

"We're always committed to giving our fans great value," said Jason Argent, vice president of marketing for 2K Sports. "This is a great opportunity to not only get your hands on **NBA 2K12**, but the terrific Legend's Showcase content as well. Gamers and basketball fans alike will love this package."

NBA 2K12 is the latest installment of the top-rated and top-selling NBA video game simulation franchise* and winner of 26 Sports Game of the Year awards.

Legends Showcase enhances **NBA 2K12** by allowing gamers to select from more than 300 of the NBA's all-time greatest players, including Jordan, Bird, Johnson and Dr. J, and compete in authentic pick-up games from 1-on-1 up to 5-on-5. Legends Showcase also features mini-games, such as 21 and H-O-R-S-E, along with other new features like the 2-on-2 Teammate Challenge and 3-on-3 Era Challenge.

Developed by Visual Concepts, a 2K Sports studio, **NBA 2K12: Game of the Year Edition** is rated E for everyone by the ESRB and will be available on March 11, 2012.

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

For more information on **NBA 2K12**, 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 January 2012.*

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=50167331&lang=en>

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