

2K Sports Reunites A Tribe Called Quest for the 2nd Annual 2K Sports Bounce Tour; A Tribe Called Quest Embarks on First Tour in 6 Years

August 10, 2006 7:45 AM ET

NEW YORK--(BUSINESS WIRE)--Aug. 10, 2006--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), today announced the reuniting of legendary hip hop act, A Tribe Called Quest, to headline the first leg of the 2nd Annual 2K Sports Bounce Tour in 15 cities. This marks A Tribe Called Quest's first tour in over half a decade. In addition to headlining the tour, an exclusive track from the group will appear on the upcoming 'Dan The Automator Presents 2K7' soundtrack with Phife Dawg appearing as a playable character. Joining A Tribe Called Quest on this historic national tour is Rhymefest.

Comprised of Phife Dawg, Q-Tip, and Ali Shaheed Muhammad, A Tribe Called Quest is known as one of the most intelligent and artistic rap groups of the '90s with four solid albums and a string of hip-hop classics prior to their 1998 break-up. This heavily anticipated reunion marks one of the top hip-hop happenings of the year.

"I'm excited for me and my group to be a part of the 2K Sports Bounce Tour," said Phife from A Tribe Called Quest. "It's a win-win situation for Tribe because we get to be a part of such a dope game, and we get to reach out and touch our fans in these 15 cities. I couldn't ask for a better opportunity. Also, I'm excited because everyone knows I am a sports nut, so being down with the game and also being a character in the game is crazy to me."

The 2nd Annual 2K Bounce Tour is the latest addition to 2K Sports' series of annual live events that bridge hip-hop, sports and video game culture by featuring renowned music artists, sports gaming kiosks, projection vignettes and celebrity and professional athlete appearances. The tour will take place in more than a dozen top markets throughout the month of September, with details posted at <http://2ksports.com/go/bounce/>.

Tour Dates (first leg):

Sept 1 - Detroit MI	Sept 20 - Baltimore MD
Sept 8 - Las Vegas NV	Sept 22 - Washington DC
Sept 9 - Berkeley CA	Sept 23 - Atlanta GA
Sept 10 - Los Angeles CA	Sept 24 - Lake Buena Vista FL
Sept 13 - Denver CO	Sept 28 - Atlantic City NJ
Sept 15 - Chicago IL	Sept 29 - Worcester MA
Sept 16 - Milwaukee WI	Oct 1 - Sayreville NJ
Sept 17 - Toronto ON	Oct 5 - TBA, NY

"After The Roots headlined last year's Bounce Tour, we knew we had to raise the bar even further," said Tim Rosa, director of brand and lifestyle marketing for 2K Sports. "We jumped on the opportunity to reunite the legendary A Tribe Called Quest, whose positive vibe and innovative style meshed perfectly with the 2K Sports brand."

In addition to touring to support 2K Sports' upcoming basketball game, A Tribe Called Quest will have an exclusive new Dan the Automator remix of the classic "Lyrics to Go" on the 'Dan the Automator Presents 2K7' soundtrack. Phife Dawg also appears as a playable character in the game's Street mode alongside a host of other rap stars. By putting A Tribe Called Quest on the road, on the soundtrack and in the game, 2K Sports continues to have the deepest music integration campaign on the market.

For more information about the 2nd Annual 2K Sports Bounce Tour, log onto <http://2ksports.com/go/bounce/>

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.

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

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: Access Communications for 2K Sports
Chase, 415-844-6289
chase@accesspr.com
or
Score Press for Decon Records
Trevor Seamon, 323-254-4027
Trevor@scorepress.com

SOURCE: Take-Two Interactive Software, Inc.