

2K Sports Partners with SPIN for Major League Baseball® 2K12 Soundtrack

February 16, 2012 9:00 AM ET

Featuring exclusive original track from G-Side – free to download on SPIN.com;

Plus artists Bass Drum of Death, Grouplove, Skrillex, The Vaccines, and more

NEW YORK--(BUSINESS WIRE)--Feb. 16, 2012-- 2K Sports today announced that they have partnered with SPIN Media, the premier resource for music discovery, to create a 13-song soundtrack for the upcoming **Major League Baseball® 2K12**, the eagerly anticipated next iteration of the popular **MLB 2K** series, which hits stores nationwide on March 6, 2012.

The release of **MLB 2K12** marks the first time that SPIN has collaborated on a video game soundtrack and the first time 2K Sports has worked with a music media company. The baseball-loving team behind SPIN jumped at the chance to curate the game and enlisted a hard-hitting team to select the songs.

The resulting playlist covers all bases with a wide range of musical genres from hip-hop and electronic, to rock and pop, and includes both established and emerging artists, reflecting the true diversity of baseball fans. Earning themselves the unofficial title of “most valuable players,” Alabama rap duo and SPIN breaking-out artists, G-Side, recorded an exclusive original track called “Put Me in the Game” – hitting a home run with the fresh, futuristic, synth-heavy beat.

G-Side’s exclusive track, which is inspired by “defying odds to achieve something greater in life,” can be downloaded for free at SPIN.com/mlb2k12 starting February 21. The rest of the soundtrack will also be available to stream.

"When the match is right, music and sports can complement each other in a profound way, so curating SPIN’s first video game soundtrack was an exciting challenge. We were thrilled to be asked by 2K Sports, and took seriously the responsibility of sharing some of our favorite tracks with MLB fans,” said Charles Aaron, SPIN Editorial Director. “Many special thanks, of course, go to G-Side for providing an awesome new track."

MLB 2K12 features AL MVP and Cy Young Award winner Justin Verlander on the cover along with a robust list of features and game modes, improved gameplay, and the return of the \$1 Million Perfect Game Challenge, which will award one **MLB 2K12** gamer the coveted grand prize. SPIN’s hand-picked soundtrack bolsters an immersive baseball experience.

“This year’s soundtrack is easily the best yet thanks to SPIN,” said Jason Argent, vice president of marketing, 2K Sports. “They are experts in the music industry and our fans are really going to enjoy the playlist they selected when playing **MLB 2K12**. Music is a key element in our sports titles, so when we’re working hard to create the best, most authentic experience for fans we expect the soundtrack to follow the same beat.”

The complete track listing for the **MLB 2K12** soundtrack includes:

1. Bass Drum of Death, "Get Found"
2. Explosions in the Sky, "Trembling Hands"
3. The Cool Kids, "Boomin'"
4. The Vaccines, "If You Wanna"
5. G-Side, "Put Me in the Game"
6. Grouplove, "Colours"
7. JEFF the Brotherhood, "Shredder"
8. My Morning Jacket, "Holdin On to Black Metal"
9. Skrillex, "Nice Sprites & Scary Monsters"
10. Telekinesis, "Please Ask for Help"
11. The Joy Formidable, "Austere"
12. Atmosphere, "Just for Show"
13. Pretty Lights, "Hot Like Dimes"

MLB 2K12 is rated E for everyone by the ESRB and will be available March 6, 2012 for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, Wii™ system, PlayStation®2 computer entertainment system, PSP® (PlayStation®Portable) system, Nintendo DS™ and Windows PC.

For more information about **MLB 2K12**, please visit facebook.com/mlb2k.

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

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>.

About SPIN:

SPIN provides an all-access pass to music culture via a portfolio of award-winning print and digital properties. Since 1985, SPIN magazine has given the first national exposure to many of history's most important cutting-edge recording artists, while vividly documenting the trends and scenes that have shaped the worlds of rock, pop, and hip-hop. SPIN.com features unique daily content, including breaking news, song and video premieres, concert and music reviews, and free downloads. The SPIN Play app is free to download and includes a steady feed of news and reviews delivered directly from SPIN.com. The monthly premium editions offer 60-plus streaming songs and 30-plus streaming videos curated by SPIN's editors, as well as the kind of forward-thinking, authoritative editorial content and stunning photography on which SPIN has built its brand. Join SPIN on Facebook at <http://www.facebook.com/SPIN> or follow on Twitter @SPINmagazine.

"PlayStation" is a registered trademark of Sony Computer Entertainment America Inc.

Microsoft, Xbox, Xbox 360, Xbox LIVE, and the Xbox logos are trademarks of the Microsoft group of companies and are used under license from Microsoft.

Wii and Nintendo DS are trademarks of Nintendo.

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

Cautionary Note Regarding Forward-Looking Statements

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.

Source: Take-Two Interactive

2K Sports

Ryan Jones, 415-507-7816

ryan.jones@2k.com

or

Access Communications for 2K Sports

Travis Moses, 415-844-6218

tmoses@accesspr.com

or

Take-Two Interactive Software, Inc.

Alan Lewis, 646-536-2983

Corporate Press

alan.lewis@take2games.com

or

SPIN Media

Julia Walker, 212-231-7321

PR Director

jwalker@spin.com