

## **2K Sports Announces College Hoops 2K6 Now Available; College Hoops 2K6 Captures the Tradition, Pageantry and Competitive Spirit of College Basketball with Multiple Feature Firsts**

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NEW YORK--(BUSINESS WIRE)--Nov. 23, 2005--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today that College Hoops 2K6 for the Xbox(R) video game and entertainment system from Microsoft is now available at retailers across North America. 2K Sports' highly acclaimed college basketball franchise returns to deliver the most realistic collegiate experience yet, featuring an enhanced Legacy mode, underclassmen recruiting, high school camps, virtual coaches and an unprecedented five in-game commentators.

"Fans love college basketball because it portrays basketball in its purest state; where solid coaching, strong teamwork and school spirit prevail," said Greg Thomas, president of Visual Concepts, a 2K Sports studio. "College Hoops 2K6 incorporates this by introducing new features that make it the most comprehensive college basketball game, delivering the emotion and drama of the college experience like never before."

Bringing personality to the franchise mode are the coaches and multiple commentators. College Hoops 2K6 breaks new ground by featuring real college coaches, including Roy Williams, Tubby Smith, Jim Boeheim, and Lute Olson.

College Hoops 2K6 gives gamers in-depth game coverage, enhanced by insightful commentary from Verne Lundquist as the play-by-play announcer, Bill Raftery for color commentary, Bonnie Bernstein reporting from the sidelines and Greg Gumbel and Clark Kellogg as tournament presenters.

"This is the first time that a video game company has obtained the licensing right to use a large number of college coaches within the body of the video game," said David Kirkpatrick, vice president of non-apparel marketing, The Collegiate Licensing Company. "We think that college basketball fans will revel in the opportunity to have top college coaches walking the sidelines."

In addition, College Hoops 2K6 showcases new features for the franchise such as Player Disposition, the Coach's Clipboard, the High School Camp and many of the elements that made NBA 2K6 a critical success, such as the Strip 'n' Rip System, Shot Stick and V.I.P. System(TM).

- Player Disposition focuses on each player's inherent set of attributes: consistency, focus, and confidence. By utilizing practice drills, scrimmages, and weekly meetings in the game, you try to raise these attributes to their peaks, so that you can heighten your Player Psyche and optimize your players' performances.
- The Coach's Clipboard feature captures the true collegiate atmosphere by stressing the importance of good coaching. The feature gives gamers the ability to give specific direction to their team during timeouts to help coach them to victory. Gamers have total control over individual zone replacements to make the necessary substitutions for improving zone defense efficiency and exploiting an opponent's weaknesses.
- The High School Camp feature lets gamers scout top performing high school players by visiting camps and observing or playing with the top prospects in the country to judge their performance in drills and scrimmages. This feature complements the underclassmen recruiting feature, in which gamers can now recruit high school players at any level and secure interest that will carry over from year to year.

Through the Xbox Live(R) online game service and PlayStation Online, College Hoops 2K6 provides gamers with the most realistic, interactive gaming experience with seamless head-to-head online play. The comprehensive online features

also provide stat tracking, buddy list management and online leagues.

College Hoops 2K6 for the Xbox(R) video game and entertainment system from Microsoft is rated "E" for Everyone and available in North American retail stores for \$29.99. College Hoops 2K6 for the PlayStation(R) 2 computer entertainment system will be available in stores in early December. College Hoops 2K6 for the Xbox 360(TM) video game and entertainment system from Microsoft is slated for release in early 2006. Additional details and features will be available in the near future.

For more information, please visit [www.2Ksports.com](http://www.2Ksports.com).

#### 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(TM) (PlayStation(R)Portable) system, the Xbox(R) video game and entertainment system from Microsoft, the Xbox 360(TM) video game and entertainment system 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 Games, 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, Vienna, Milan, Sydney, Breda (Netherlands) and Auckland. 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](http://www.take2games.com).

#### About The Collegiate Licensing Company

The Collegiate Licensing Company is the oldest and largest collegiate licensing agency in the nation. CLC currently represents more than 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy, and the NCAA (including the Men's and Women's Final Four, the College World Series, and all NCAA Championships). Headquartered in Atlanta, CLC is a full-service licensing representative, which employs a staff of more than 80 licensing professionals who provide full-service capabilities in brand protection, brand management, and brand development.

#### About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 360,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 49,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to [www.ncaa.org](http://www.ncaa.org).

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