

2K Sports Announces October 24 Commercial Launch of NBA® 2K Online on Tencent Portal in China

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Joins new global slate of NBA 2K experiences for consoles, mobile devices and Facebook

NEW YORK--(BUSINESS WIRE)--Sep. 27, 2012-- October 2012 is poised to be the "month of **NBA® 2K**" around the world, as 2K Sports today announced that **NBA 2K Online**, the free-to-play NBA simulation from 2K Sports on the Tencent Games portal in China, will launch commercially on October 24. **NBA 2K Online** will introduce four different game modes, including the NBA Mode, where gamers can create their own avatar and join an NBA team. Players can also choose to focus more on a team-oriented style in Free Mode and Street Mode, which gives players control of an entire team. The newly-launched Legend Mode will allow five gamers to form their own team and challenge the NBA's best.

"We're extremely excited about the progress that Tencent and Visual Concepts have made with **NBA 2K Online**," said Jason Argent, vice president of marketing for 2K Sports. "This milestone is a significant achievement for both teams, and the game has already received some very positive responses from players. We're looking forward to the brand's continued growth in Asia."

NBA 2K Online is being co-developed by Tencent and Visual Concepts in Shanghai. The online game service builds on 2K Sports' award-winning basketball simulation franchise in an exciting MMO format, matching an engaging **NBA 2K** simulation gameplay with entirely new RPG activities, such as character personalization, quests and achievements.

Other features include:

- **Various game modes** - presented on the industry-leading **NBA 2K** basketball game engine;
- **Fully-user customizable content** - in-game players, user-created tournaments, and multiplayer teams;
- **Highly accessible design** - with keyboard/mouse control and intuitive user interface;
- **Strong community** - integrates social networking functions and leaderboards.

In addition to **NBA 2K Online**, **NBA 2K13** will be available on October 2, 2012 in North America and October 5, 2012 internationally for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, PSP® (PlayStation®Portable) system, Wii™ system and Windows PC. The Wii U™ version of the title will be available when the console launches on Sunday, November 18. Fans are encouraged to pre-order now at participating retailers in order to receive the NBA All-Star content on day one at no extra cost. **NBA 2K13** is rated E for Everyone by the ESRB.

2K Sports recently announced **NBA 2K Everywhere**, giving fans the opportunity to experience **NBA 2K** virtually anywhere via an all-new mobile companion application, a social game on Facebook, and a full-featured mobile version of **NBA 2K13** for iPhone, iPad, iPod Touch and Android devices. **NBA 2K Everywhere** will extend the **NBA 2K** experience by offering players greater flexibility, more variety and new ways to play, at home or on the go, with these all-new social and mobile games. Additionally, both the mobile companion app and Facebook game enable players to feed data and experience right back into **NBA 2K13** for the Xbox 360, PlayStation 3, and Wii U, introducing a new level of connectivity and continuity to the NBA 2K experience.

For more information on 2K Sports, visit www.2KSports.com.

For more information on **NBA 2K Online**, visit <http://nba2k.qq.com>.

2K Sports is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. ([TTWO](http://ttwo.com)).

About Tencent

Tencent aims to enrich the interactive online experience of Internet users by providing a comprehensive range of Internet and wireless value-added services. Through its various online platforms, including Instant Messaging QQ, web portal QQ.com, the QQ Game Open Platform under Tencent Games, multi-media social networking service Qzone and wireless portal, Tencent services the largest online community in China and fulfills the user's needs for communication, information, entertainment and e-Commerce on the Internet.

Tencent has three main streams of revenues: Internet value-added services, mobile and telecommunications value-added services and online advertising.

Shares of Tencent Holdings Limited are traded on the Main Board of the Stock Exchange of Hong Kong Limited, under stock code 00700. The Company became one of the 43 constituents of the Hang Seng Index (HSI) on June 10, 2008. For more information, please visit www.tencent.com/ir.

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, 2012, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, which can be accessed at 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.

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