

2K Sports Brings Don King Boxing to Wii(TM) and Nintendo DS(TM)

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Step into the ring with the Wii Balance Board(TM)!

NEW YORK--(BUSINESS WIRE)-- 2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced that *Don King Boxing* will be available March 31st, 2009 for Wii™ home video game system from Nintendo and Nintendo DS™. *Don King Boxing* provides a revolutionary boxing experience for Wii via accurate controls, a unique story mode, an exhilarating multiplayer system, and implementation of the Wii Balance Board*. The game for both platforms is rated T for Teen by the ESRB.

"*Don King Boxing* has been specifically designed to take advantage of everything the Wii and DS have to offer," said Christoph Hartmann, 2K president. "We worked closely with Nintendo to make *Don King Boxing* a unique experience, especially using the Wii Balance Board. It is great for those who love boxing or those who just want a fun way to get some exercise."

Developed by 2K China, *Don King Boxing* allows players to fight with or against over 20 licensed boxers in real venues like Madison Square Garden, Boardwalk Hall, and Trump Taj Majal. Players will experience what it's like to be a real boxer as they throw jabs, hooks, and uppercuts with both hands all while ducking and dodging blows on the Wii Balance Board.

To get in shape, 2K Sports worked closely with Don King and his staff to design a Boxercise portion of the game that mimics the routines used by real boxers. The training program isn't just for the human player; it also helps to improve your boxer's skills for the next match in the game.

"*Don King Boxing* is not your prototypical boxing game," Don King said. "What we have done here is truly innovative and provocative. Our goal with 2K Sports was to create realistic motions that most closely resemble the actual training regimens of prizefighters for maximum results."

King added, "We've created our best set of real-life boxing exercises ever for *Don King Boxing*. It wouldn't surprise me if a future world champion was introduced to the sport through this game. This is where you can get the skills that make for thrills."

For more information about *Don King Boxing*, log onto <http://www.2ksports.com/games/donkingboxing>.

*The Wii Balance Board provides additional experiences for the game but is not required for play. Wii Balance Board sold separately with Wii Fit.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc., is a global developer, marketer, distributor and publisher of interactive entertainment software games for the PC, PLAYSTATION®3 and PlayStation®2 computer entertainment systems, PSP® (PlayStation®Portable) system, Xbox 360 and Xbox video game and entertainment systems from Microsoft, Wii, Nintendo DS, Nintendo GameCube™ and Game Boy® Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, 2K Games, 2K Sports and 2K Play, and distributes software, hardware and accessories in North America through its Jack of All Games subsidiary. 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.

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