

Major League Baseball 2K5 Scores Big with On Command Baserunning; Groundbreaking Innovation Includes Active Picture-in-Picture Baserunning, Maximum Sliding, and Baseburner Mode

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SAN RAFAEL, Calif.--(BUSINESS WIRE)--Feb. 11, 2005--2K Sports, the sports division of 2K Games, a publishing label of Take-Two Interactive Software, Inc. announced today a revolutionary gameplay innovation, offering fans of America's pastime the most complete baseball video game simulation. Set to release in early spring 2005, Major League Baseball 2K5 debuts On Command(TM) Baserunning, that includes active picture-in-picture baserunning, and new gameplay features called Maximum Sliding(TM) and Baseburner(TM) Mode.

Players will immediately experience a new way to see and control baserunners through the active picture-in-picture display. Using the four corners of the television screen to represent the bases, players will be able to see the actions of any baserunner through real-time picture-in-picture windows. Baserunners will advance along the borders of the television screen not only to show the actual distance, but also to show the actions they're performing. This feature empowers the user with instant real-time movement of baserunners and the ability to instantly control any baserunner independently. Active picture-in-picture baserunning delivers both an exciting presentation style and an intuitive method to precisely control runners.

Baseball has been called a game of inches and with Maximum Sliding(TM) players make every inch count. This new baserunning mechanic utilizes the right analog thumbstick to choose how baserunners slide -- head or feet first -- in conjunction with hook sliding left or right of the base. Players will be able to reach a base quicker, get up more quickly from a slide, or avoid being tagged out with the new freedom found in Maximum Sliding(TM).

Leading the list of On Command(TM) Baserunning features is the groundbreaking Baseburner(TM) Mode that offers both unique control and perspective. Baseburner Mode allows the gamer to play any 'at-bat' through the perspective of any baserunner, delivering precision control to gamers. While playing in the baserunner perspective, the player can tell the batter how, when and what type of swing to use. Players with multiple baserunners can cycle through any man on base or return to the default view and control the batter. Gamers can dominate the basepaths by advancing runners into scoring position, executing hit and run maneuvers, and scoring the game-ending run with a dramatic squeeze play. All of this can happen using the unique control mechanics and dynamic camera angles of Baseburner Mode.

Major League Baseball 2K5 is set to release in early spring 2005 for both the Xbox(R) videogame system from Microsoft(TM) and the PlayStation(R)2 computer entertainment system.

The 2K Sports series of simulation games are produced by Visual Concepts, a Take-Two development studio. For more information, log onto 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) handheld entertainment system, Xbox(R), Nintendo GameCube(TM) and Game Boy(R) Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, 2K Games 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.

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About Sony Computer Entertainment America

Recognized as the undisputed industry leader, Sony Computer Entertainment America markets the PlayStation(R) game console and develops, publishes, markets and distributes software for the PlayStation game console and the PlayStation(R) 2 computer entertainment system for the North American market. Based in Foster City, Calif., Sony Computer Entertainment America serves as headquarters for all North American operations and is a wholly-owned subsidiary of Sony Computer Entertainment Inc.

About Xbox

Xbox (<http://www.xbox.com/>) is Microsoft's future-generation video game system that delivers the most powerful games experiences ever. Xbox empowers game artists by giving them the technology to fulfill their creative visions as never before, creating games that blur the lines between fantasy and reality. Xbox is now available in North America, Japan, Europe and Australia.

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