

2K Sports Announces NBA 2K6 for Xbox 360 Now Available

November 15, 2005 8:03 AM ET

NEW YORK--(BUSINESS WIRE)--Nov. 15, 2005--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), today announced that NBA 2K6 for Xbox 360(TM) video game and entertainment system from Microsoft has shipped to North American retailers. This groundbreaking title will incorporate next generation visuals and the most complete set of features of any Xbox 360 basketball title. This includes The Association (franchise mode), The Shot Stick, The V.I.P. System(TM), The Crib(TM), 24/7: Road to the Entertainers Basketball Classic, Dual Player Control, the Strip 'n' Rip System the most current player transactions and more. These features, coupled with unparalleled gameplay, have propelled NBA 2K6 to be the #1 rated NBA title*.

New features available exclusively on NBA 2K6 for Xbox 360 include:

- Realistic player models - NBA 2K6 brings NBA player models to life like never before with a new graphic technology based on a virtual human skeleton. Muscles and skin are layered and wrapped around the skeleton, giving each player model a realistic look and movement. This technology allows for new animations, muscle driven body movement, ultra high-resolution detail, player sweat technology and realistic player head-and-eye tracking.
- Cloth simulation - A completely physics-based cloth simulation engine delivers the most remarkable lifelike cloth movement on each player's shorts and jerseys.
- Broadcast style - NBA 2K6 is presented in a dramatic new broadcast style with dynamic camera work, new camera perspectives that are closer to the action, and depth of field effects.
- High dynamic range lighting - A new lighting technique that simulates the reflective nature of objects. For instance, an equally lit polished parquet floor will reflect more light than a player's jersey. With high dynamic range lighting, each item will reflect and absorb the correct level of light as it would in real life.
- 60 frames per second - NBA 2K6 for Xbox 360 runs at standard-setting 60 frames per second, allowing for the most responsive feel and gameplay control.
- Authentic arena lighting - The NBA 2K6 development team took samples from actual NBA basketball arenas to recreate extraordinarily detailed and lifelike in-stadium atmospheres filled with over 10,000 individual crowd models.

For more information, log onto <http://www.2ksports.com>

*According to GameRankings.com average scores of 2005 pro basketball video games

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.

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

The NBA and individual NBA member team identifications used on or in this product are trademarks, copyrighted designs and other forms of intellectual property of NBA Properties, Inc. and the respective NBA member teams and may not be used, in whole or in part, without the prior written consent of NBA Properties, Inc. (C) 2005 NBA Properties, Inc.

Xbox, Xbox 360 and Xbox Live are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

Safe Harbor Statement under the Private Securities Reform Act of 1995: This press release contains forward-looking statements made in reliance upon the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws. Such forward-looking statements are based on the beliefs of our management as well as assumptions made by and information currently available to them. The Company has no obligation to update such forward-looking statements. Actual results may vary significantly from these forward-looking statements based on a variety of factors. These important factors are described in the Company's Form 10-Q for the quarter ended July 31, 2005 in the section entitled "Cautionary Statement and Risk Factors".

CONTACT: 2K Sports
Matt Atwood, 415-507-7545
matwood@2ksports.com
or
Anthony Chau, 415-507-7609
achau@2ksports.com
or
Take-Two Interactive Software, Inc.
Jim Ankner, 646-536-3006
Fax: 646-536-2926
james.ankner@take2games.com

SOURCE: Take-Two Interactive Software, Inc.