

Q-Tip and The Cool Kids to Headline 4th Annual 2K Sports Bounce Tour

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Fans to experience incredible live music performances and play the

hottest sports video games

NEW YORK--(BUSINESS WIRE)--Oct. 27, 2008--2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today details for the 4th annual Bounce Tour, the latest addition to 2K Sports' series of live events celebrating the convergence of music, sports and video game culture. With scheduled appearances in 20 different cities across the country from November 5th - December 3rd, the Bounce Tour will once again be headlined by legendary hip-hop artist, Q-Tip (from A Tribe Called Quest), who will be supported by his live band which includes the renowned DJ Scratch (from EPMD). The popular duo, The Cool Kids, will also be performing new material and other banging hits.

"Q-Tip killed it last year on the 2K8 Bounce Tour and we're honored to have him back on tour with us. He's a legend in the game, and one of the most influential artists in hip-hop culture," said Tim Rosa, director of brand and lifestyle marketing at 2K Sports. "We're also excited to have The Cool Kids performing new material on the tour. Their music is unique and positive, their vibe is independent and authentic, and they roll with their own signature style, all of which reflect the same attributes we strive for with our games."

After headlining the Bounce Tour in 2006, which helped reunite A Tribe Called Quest, Q-Tip returns with another hip-hop pioneer, EPMD's DJ Scratch, to perform new tracks from his upcoming solo album, *The Renaissance*, along with other classics. The Cool Kids, who have already partnered with 2K Sports on a variety of efforts including recording an exclusive track titled "2K Pennies" and having playable in-game characters, will perform as the opening act on the tour. Fans can also now download the 2K Pennies track for free, exclusively through the dedicated 2K Sports website, www.2ksports.com/coolkids.

In addition to the live music performances, the Bounce Tour will provide fans with an exciting opportunity to play the latest games by 2K Sports, check out different visual vignettes of games displayed throughout the show, and receive exclusive gear and other exciting giveaways. To find out more information about the 4th annual Bounce Tour, and to find the nearest stop, please visit www.2ksports.com/bouncetour.

Following is the schedule for the 4th annual Bounce Tour:

-- Wednesday, Nov. 5	Chicago, IL	House of Blues
-- Friday, Nov. 7	Aspen, CO	Belly Up
-- Saturday, Nov. 8	Denver, CO	Cervantes Ballroom
-- Monday, Nov. 10	Portland, OR	Roseland
-- Tuesday, Nov. 11	Seattle, WA	Showbox SoDo
-- Thursday, Nov. 13	San Francisco, CA	Mezzanine
-- Saturday, Nov. 15	Los Angeles, CA	House of Blues
-- Sunday, Nov. 16	Las Vegas, CA	House of Blues
-- Monday, Nov. 17	Phoenix, AZ	Marquee
-- Wednesday, Nov. 19	Dallas, TX	House of Blues
-- Thursday, Nov. 20	Austin, TX	Stubb's
-- Friday, Nov. 21	Houston, TX	Warehouse Live
-- Saturday, Nov. 22	New Orleans, LA	House of Blues
-- Monday, Nov. 24	Atlanta, GA	Centerstage
-- Wednesday, Nov. 26	Ft. Lauderdale, FL	Revolution
-- Friday, Nov. 28	Orlando, FL	House of Blues
-- Saturday, Nov. 29	Charlotte, NC	Amos Southend
-- Sunday, Nov. 30	Washington D.C.	930 Club
-- Tuesday, Dec. 2	New York, NY	Nokia
-- Wednesday, Dec. 3	Philadelphia, PA	Trocodero

Fans can now also listen and purchase individual songs through the 2K Beats channel at www.2ksports.com/beats/games/nba2k9.

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(R)3 and PlayStation(R)2 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox 360(R) and Xbox(R) video game and entertainment systems from Microsoft, Wii(TM), 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 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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This press release may contain 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 current beliefs of our management as well as assumptions made by and information currently available to them. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise. Actual results may vary significantly from these forward-looking statements based on a variety of factors. These risks and uncertainties include the matters relating to the Special Committee's investigation of the Company's stock option grants and the restatement of our consolidated financial statements. The investigation and conclusions of the Special Committee may result in claims and proceedings relating to such matters, including previously disclosed stockholder and derivative litigation and actions by the Securities and Exchange Commission and/or other governmental agencies and negative tax or other implications for the Company resulting from any accounting adjustments or other factors. In addition, further risks and uncertainties associated with the Company's recently concluded process to evaluate its strategic alternatives include the risk that the future trading price of our common stock is likely to be volatile and could be subject to wide price fluctuations; and the risk that stockholder litigation in connection with the Company's process to evaluate its strategic alternatives (including stockholder litigation relating to Electronic Arts Inc.'s tender offer to acquire the Company's outstanding shares that expired on August 18, 2008) or otherwise, may result in significant costs of defense, indemnification and liability. Other important factors are described in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2007, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended July 31, 2008, in the section entitled "Risk Factors," and 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. This communication does not constitute an offer to sell or invitation to purchase any securities or the solicitation of an offer to buy any securities.

CONTACT: 2K Sports
Bryan Lam, 415-507-7677
bryan.lam@2ksports.com
or
Access Communications for 2K Sports
Chase, 415-844-6289
chase@accesspr.com
or
Take-Two Interactive Software, Inc.
Meg Maise, 646-536-2932
meg.maise@take2games.com

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