

2K Sports Brings Signature Style to Major League Baseball(R)2K7

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Signature Style Animations, Detailed Player Models, and Newly

Redesigned Stadiums Elevate the Next Generation Baseball Experience

NEW YORK--(BUSINESS WIRE)--Feb. 2, 2007--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), announced today new standard-setting features for Major League Baseball(R)2K7. Major League Baseball 2K7, the only MLB(R) simulation video game on every major platform, features next generation graphics, authentically detailed ballparks and Signature Style player animations, delivering the most authentic and electrifying Big League video game experience ever created.

With Signature Style, 2K Sports has added over 150 unique player animations to Major League Baseball 2K7. Gamers will instantly recognize the unique pitching styles, batting rituals, and characteristic movements of their favorite MLB(R) players. Additionally, great attention to detail has been given to replicate the exact look of how each player wears his uniform and accessories, accurately giving each player their signature look.

"The attention to detail to all MLB players in Major League Baseball 2K7 is simply astounding," said Greg Thomas, president of Visual Concepts, a 2K Sports studio. "With the power of the next generation systems, we're making big steps in delivering not only the exact look of each MLB player, but also how they act in the batter's box, how pitchers deliver from the stretch, and the ritualistic movements of particular baseball players. Through Signature Style, we're making each player in Major League Baseball 2K7 look and act more like their real-life counterparts, setting a new standard for all next generation baseball games."

The level of detail has also been dramatically enhanced around the players, as Major League Baseball 2K7 features hyper-detail in every virtual ballpark. From the completely redesigned architecture of each stadium, the different bullpen areas, the authentic monuments in every city, and the distinct fan atmosphere for every team, gamers will enjoy a new experience in every game. The virtual ballpark experience is further enhanced with dazzling new presentation elements including new replay effects, unique camera angles, high-tech overlays, and much more.

Major League Baseball 2K7 will be available for the Xbox 360(TM) and Xbox(R) video game and entertainment systems from Microsoft, the PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems, Game Boy(R) Advance, the Nintendo DS(TM), and PSP(R) (PlayStation(R)Portable) system. Additional features and enhancements that take the virtual Major League Baseball experience to the next level will be announced in advance of the release of Major League Baseball 2K7 in late winter.

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

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) game console, PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox(R) and Xbox 360(TM) video game and entertainment systems 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 and 2K Sports, and Global Star Software; 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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