

2K Sports to Reveal Cover Athlete for NBA(R) 2K9 During Pre-Game Show for Game One of the NBA Finals on June 5

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Fans can now visit new 2K Sports Community Site to predict next cover athlete and win exclusive prizes

NEW YORK--(BUSINESS WIRE)--May 22, 2008--2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced that the cover athlete for the highly anticipated basketball video game NBA 2K9 will be revealed through a 30 second TV spot scheduled to air during the NBA Countdown pre-game show for Game One of the 2008 NBA Finals, June 5 on ABC.

As part of revealing the new cover athlete, 2K Sports has launched a new community web site, www.2ksports.com/nba2k9, where registered participants can predict the cover athlete for NBA 2K9 from a selection of 16 NBA players. Fans who predict correctly will be entered into a special drawing for the opportunity to win exclusive prizes.

"We're extremely excited to offer this online promotion to our loyal community of 2K Sports fans, as we think it's a fantastic opportunity for us to interact more closely with them through a refreshingly fun and rewarding experience," said Christoph Hartmann, president of 2K. "The NBA 2K franchise is king among basketball players and passionate fans who know and understand basketball. Revealing our cover athlete prior to Game One affords us a unique opportunity to capitalize on the anticipation surrounding the NBA Finals while simultaneously generating excitement for the release of NBA 2K9."

To enter in the NBA 2K9 cover athlete reveal sweepstakes, participants must register from May 22 - June 4. Official contest rules and other important information can be found on www.2ksports.com/nba2k9. Fans will guess the NBA 2K9 cover athlete from a list of NBA players provided, and all entrants that are correct will be entered into a random drawing to win the sweepstakes prizes on June 5. One grand prize winner will receive the NBA 2K9 cover athlete's authentic, autographed NBA jersey, along with a copy of NBA 2K9 on the platform of their choice. Ten other first prize winners will also receive a copy of NBA 2K9. All winners will receive their copy of NBA 2K9 upon release of the game.

NBA 2K9, which is being developed by Visual Concepts, is not yet rated by the ESRB and will be available this fall for Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system, and PlayStation(R)2 computer entertainment system. For more information, please visit www.2ksports.com.

The 2008 NBA Finals are currently scheduled to tip off on June 5 at 8:30 p.m. EST on ABC.

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 DS(TM), Nintendo GameCube(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.

NBA

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Important Legal Information

In connection with the tender offer commenced by Electronic Arts Inc., the Company has filed with the Securities Exchange Commission a Solicitation/Recommendation Statement on Schedule 14D-9. The Company's stockholders should read carefully the Solicitation/Recommendation Statement on Schedule 14D-9 (including any amendments or supplements thereto) prior to making any decisions with respect to Electronic Arts' tender offer because it contains important information. Free copies of the Solicitation/Recommendation Statement on Schedule 14D-9 and the related amendments or supplements thereto that the Company has filed with the SEC are available at the SEC's website at www.sec.gov. 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, pursuant to Electronic Arts' tender offer or otherwise.

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 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 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 shareholder 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. Further risks and uncertainties associated with Electronic Arts' tender offer to acquire the Company's outstanding shares are as follows: the risk that key employees may pursue other employment opportunities due to concerns as to their employment security with the Company; the risk that the acquisition proposal will make it more difficult for the Company to execute its strategic plan and pursue other strategic opportunities; 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 Electronic Arts' tender offer, 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 January 31, 2008, in the section entitled "Risk Factors." All forward-looking statements are qualified by these cautionary statements and are made only as of the date they are made.

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