

2K Sports Awards Alabama Man \$1,000,000 for Perfection

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First person to throw verified perfect game in Major League Baseball(R) 2K10 revealed

NEW YORK, May 05, 2010 (BUSINESS WIRE) --2K Sports announced today that 24-year-old Wade McGilberry of Semmes, Alabama has won an unprecedented cash prize in the amount of \$1,000,000 by being the first person to throw a verified perfect game in Major League Baseball(R) 2K10, the latest iteration of the popular Major League Baseball(R) 2K series. The special contest, which was available for the Xbox 360(R) video game and entertainment system from Microsoft through the Xbox LIVE(R) online entertainment network* and PlayStation(R)3 computer entertainment system through the PlayStation(R) Network*, illustrated 2K Sports' dedication to delivering vastly improved gameplay and pitching mechanics this season in Major League Baseball 2K10.

"It was actually my wife who convinced me to go for it," said Wade McGilberry, winner of 2K Sports' Perfect Game competition. "I never thought I'd actually win a million dollars playing a video game, it's all still sinking in for me." Wade threw a verified perfect game on the first day of the competition, a feat thought by many to be impossible. He went on to add, "The game itself was fantastic - I'm glad I bought it either way - but I have to say, this is a nice return on my investment."

"This competition was an amazing ride for us," said Jason Argent, vice president of marketing for 2K Sports. "We honestly had no idea what to expect. But the incredible response from the fans and the buzz surrounding the competition was nothing that we could have ever predicted. Throwing a perfect game in *Major League Baseball 2K10* is anything but easy. We congratulate Wade on his successful pursuit of perfection."

Fans were able to participate in the \$1,000,000 *Major League Baseball 2K10* contest beginning on March 2, 2010 at 12:01 AM PST. The competition ended on May 1, 2010 at 11:59 PM PDT. To compete, gamers had to play in MLB Today mode, select from any of the available matchups, and then choose the option to participate in the '*MLB 2K10* contest' that automatically defaulted to the proper gameplay settings as defined by the official contest rules. Entries had to be recorded via camera or digital video recorder in compliance with guidelines provided by 2K in the official rules, and all eligible entrants had to submit a copy of their recording in its entirety for verification. Submissions were only accepted on DVD. To ensure accuracy in the verification and submission process, 2K Sports partnered with Twin Galaxies International, the worldwide authority on video game world records, and provider of scores to *Guinness World Records* that are published in the *Guinness World Records: Gamer's Edition*. On May 2, 2010, 2K Sports, in conjunction with Twin Galaxies International, began reviewing player submission videos. After a thorough review process, 2K Sports determined that Wade McGilberry was the first person to throw a verified perfect game in *Major League Baseball 2K10*.

Developed by Visual Concepts, a 2K Sports studio, *Major League Baseball 2K10* is rated E for Everyone by the ESRB and is now available for Xbox 360, PlayStation 3 system, PlayStation(R)2 computer entertainment system, PSP(R) (PlayStation(R) Portable) system, Wii(TM) system, Nintendo DS(TM) and Windows PC. For more information about *Major League Baseball 2K10*, please visit www.2ksports.com/games/mlb2k10.

2K Sports is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO).

* Sony Computer Entertainment America took no responsibility for this offer

* This contest was not sponsored by Microsoft.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer 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) video game and entertainment system from Microsoft, Wii(TM), Nintendo DS(TM), iPhone(TM), iPod(R) touch and iPad. The Company publishes and develops products through its wholly owned labels Rockstar Games and 2K, which publishes its titles under 2K Games, 2K Sports and 2K Play. The Company's common stock is publicly traded on NASDAQ under the symbol TTWO. For more corporate and product information please visit our website at

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6278228&lang=yy>

SOURCE: Take-Two Interactive Software, Inc.

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