

NBA® 2K13 Sets Franchise First Week Sales Record

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2K Sports' top-rated and top-selling basketball simulation experiences 49 percent increase over NBA 2K11

NEW YORK--(BUSINESS WIRE)--Oct. 12, 2012-- 2K Sports today announced franchise record-setting sales of **NBA 2K13**, the latest iteration in the top-selling and top-rated basketball simulation series*. In its first week of sales, **NBA 2K13** sold-through 49 percent more copies than the franchise's previous fastest-seller, **NBA 2K11** **. This record-shattering growth is due in part to the expanding global popularity of the **NBA 2K** brand, which accounted for a 66 percent increase in international sales as compared with **NBA 2K11** **.

Fans have flocked online to experience **NBA 2K13** action with their friends, and the number of online users has more than doubled from last year's **NBA 2K12**. In addition, the number of played online games has also grown exponentially, as **NBA 2K13** has experienced a 127 percent increase over last year's totals**.

NBA 2K13, the latest successful launch from the acclaimed basketball franchise, recently received a perfect 10/10 score from PlayStation: The Official Magazine, who said that the game's improvements "elevates 2K13 beyond mere annual greatness and into hall-of-fame consideration." **NBA 2K13** also received 9.1/10 score from IGN, who declared it "amazing," and "obviously one of the best hoops games out there."

"Our early sales figures are a validation of our ongoing efforts to push this franchise to new heights," said Jason Argent, vice president of marketing for 2K Sports. "We owe it to our great fans to continually improve our title - year in and year out - and that's exactly what we've done with **NBA 2K13**."

This year, 2K Sports joined forces with music icon JAY Z, who served as the game's Executive Producer. JAY Z personally curated the game's soundtrack and visual feel of the game, and played an instrumental role in securing the 1992 "Dream Team" for this year's game. **NBA 2K13** also introduces the all-new Control Stick, giving players more control than ever before.

Developed by Visual Concepts, a 2K Sports studio, **NBA 2K13** is rated E for Everyone by the ESRB and is now available for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, PSP® (PlayStation®Portable) system, Wii™ system and Windows PC. The Wii U™ version of the title will be available in North America when the console launches on November 18. It will be available outside of North America around the international console launch on Friday, November 30.

For more information on 2K Sports, visit www.2KSports.com.

For more information on **NBA 2K13**, visit www.facebook.com/NBA2K.

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

**According to 2008 - 2012 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through September 2012.*

***Based on internal estimates for comparable platforms.*

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, marketer and publisher of interactive entertainment for consumers around the globe. The Company develops and publishes products through its two wholly-owned labels Rockstar Games and 2K, which publishes its titles under the 2K Games, 2K Sports and 2K Play brands. Our products are designed for console systems, handheld gaming systems and personal computers, including smartphones and tablets, and are delivered through physical retail, digital download, online platforms and cloud streaming services. 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 <http://www.take2games.com>.

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