

## Nickelodeon's Animated All-Stars Take On Baseball's Best as 2K Play's Nicktoons MLB Comes to Video Games This Summer

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NEW YORK, May 03, 2011 (BUSINESS WIRE) -- The epic showdown that fans of America's favorite pastime have been clamoring for is on! 2K Play, Nickelodeon and Major League Baseball(R) Properties today announced **Nicktoons MLB** for the Xbox 360(R) video game and entertainment system from Microsoft featuring support for Kinect(TM) for Xbox 360(R), Wii(TM) system, and Nintendo DS(TM). For the first time, an all-star roster from Nickelodeon's Nicktoons series will take on players from all 30 MLB teams, delivering not only an unforgettable baseball gaming experience, but also the first to fully take advantage of Kinect for Xbox 360.

**Nicktoons MLB** will feature a dugout full of Nicktoons characters, including SpongeBob SquarePants, ZIM, Dudley Puppy, Fanboy, Chum Chum, and Ren and Stimpy, along with players from all 30 MLB teams, including Matt Holliday (St. Louis Cardinals), Andre Ethier (Los Angeles Dodgers), Miguel Cabrera (Detroit Tigers), Jason Heyward (Atlanta Braves), Cliff Lee (Philadelphia Phillies), and Robinson Cano (New York Yankees). Custom created digital ballparks will add new meaning to "home field advantage" and range from the famed Fenway Park to the frigid Frosty Freeze Field.

"The Nicktoons are an animated bunch and it's no secret they have been petitioning our office to facilitate this unprecedented match up," said Steve Lux, Vice President of business development for 2K Play. "Whether an extraterrestrial from Planet Irk, superheroes who wear underwear on the outside of their costumes, or a secret agent dog, time will tell if these heavy hitters have the grit to play in the big leagues."

"Our Nicktoons stars are taking the field and plan to 'go yard' against the best players in Major League Baseball," said Shaan Kandawalla, Vice President of Digital Retail Games for Nickelodeon/MTVN Kids and Family Group. "**Nicktoons MLB** will introduce a whole new rivalry on the baseball diamond and mark the first time our popular animated characters and MLB's players will be featured in the same game."

The excitement leading up to the summer launch of **Nicktoons MLB** will be supported with social media and special events in Major League ballparks throughout the country. The games are not yet rated and are under development by High Voltage Software for consoles and Black Lantern Studios for Nintendo DS. Stay tuned for updates on this extraordinary showdown by visiting 2K Play on Facebook ([facebook.com/2kplay](https://www.facebook.com/2kplay)) and Twitter ([twitter.com/2KPlay](https://twitter.com/2KPlay)).

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

### 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(R), iPod(R) touch and iPad(TM). 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 [www.take2games.com](http://www.take2games.com).

### About Nickelodeon Consumer Products

Nickelodeon Consumer Products manages the world's third largest licensing business, representing leading properties such as SpongeBob SquarePants and Dora the Explorer, and managing merchandising for Nick Jr., Nickelodeon, Comedy Central, MTVN International, and Spike TV.

Nickelodeon, now in its 32<sup>nd</sup> year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 16 consecutive years. For

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Photos/Multimedia Gallery Available: [www.businesswire.com/cgi-bin/mmg.cgi?eid=6704357&lang=en](http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6704357&lang=en)

SOURCE: Take-Two Interactive

### **Take-Two Interactive Software, Inc.**

Corporate Press:

Alan Lewis, 646-536-2983

[alan.lewis@take2games.com](mailto:alan.lewis@take2games.com)

or

### **Bender/Helper Impact for 2K Play**

Chrissy Kelleher, 212-689-6360

[chrissy\\_kelleher@bhimpact.com](mailto:chrissy_kelleher@bhimpact.com)

or

### **Nickelodeon Corporate Communications:**

Kim Mandara, 212-846-7404

[kim.mandara@mtvn.com](mailto:kim.mandara@mtvn.com)