

2K Sports Announces College Hoops 2K6 for Xbox 360 Now Available

March 7, 2006 8:02 AM ET

NEW YORK--(BUSINESS WIRE)--March 7, 2006--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today that College Hoops 2K6 for Xbox 360(TM) video game and entertainment system from Microsoft is now available at retailers across North America. As the only college basketball game available for Xbox 360, College Hoops 2K6 delivers a truly authentic collegiate experience, showcasing superior next-generation graphics, unmatched gameplay, all of the fan-favorite features found in the current-gen versions and an updated and expanded roster of teams and players.

"We are pleased to bring the acclaimed College Hoops 2K6, the only next generation college basketball title, to Xbox 360 gamers," said Greg Thomas, president of Visual Concepts, a 2K Sports studio. "College Hoops 2K6 exemplifies the college basketball spirit through an engaging atmosphere, exciting gameplay and unique features that truly enhance the overall experience."

2K Sports' highly acclaimed College Hoops 2K series, now available for Xbox 360, immerses college basketball fans into all of the action with Xbox 360- exclusive features including stunning player models, detailed college arenas complete with full 3D crowds, and realistic animated sections for the band, home and visiting crowds. The college style of play is fully realized for Xbox 360 with accurate game pace and speed, and focus on players' shot distribution and defense in the post. College Hoops 2K6 also includes the entire suite of features found in the current-gen versions, such as Shot Stick, V.I.P. System(TM), Coach's Clipboard, Midnight Madness(R), Strip 'n' Rip System, and Pre-season and Selection Sunday broadcast shows hosted by Greg Gumbel and Clark Kellogg.

Through Xbox Live(R) online game service, College Hoops 2K6 provides gamers with the most realistic, interactive gaming experience with seamless head-to-head online play. The comprehensive online features also provide stat tracking, buddy list management and online leagues.

College Hoops 2K6 for Xbox 360 is rated "E" for Everyone and available in North American retail stores for \$59.99. For more information, please visit www.2Ksports.com.

About Take-Two Interactive Software, Inc.

Headquartered in New York City, Take-Two Interactive Software, Inc. is an integrated global developer, marketer, distributor and publisher of interactive entertainment software games and accessories for the PC, PlayStation(R) game console, PlayStation(R)2 computer entertainment system, PSP(TM) (PlayStation(R)Portable) system, Xbox(R) video game and entertainment system from Microsoft, Xbox 360(TM) video game and entertainment system 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 Games, 2K Sports and Global Star Software; and distributes products in North America through its Jack of All Games subsidiary. Take-Two also manufactures and markets video game accessories in Europe, North America and the Asia Pacific region through its Joytech subsidiary. The Company maintains sales and marketing offices in Cincinnati, New York, Toronto, London, Paris, Munich, Madrid, Vienna, Milan, Sydney, Breda (Netherlands), Auckland, Shanghai and Tokyo. 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.

All trademarks and copyrights contained herein are the property of their respective holders.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 360,000 student-athletes at more than 1,000 member colleges and universities. Each

year, more than 49,000 student-athletes compete in NCAA Championships in Division I, II and III sports. For more information, go to www.ncaa.org.

About The Collegiate Licensing Company

The Collegiate Licensing Company is the oldest and largest collegiate licensing agency in the nation. CLC currently represents more than 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy, and the NCAA (including the Men's and Women's Final Four, the College World Series, and all NCAA Championships). Headquartered in Atlanta, CLC is a full-service licensing representative, which employs a staff of more than 80 licensing professionals who provide full-service capabilities in brand protection, brand management, and brand development.

All trademarks and copyrights contained herein are the property of their respective holders.

The "Officially Licensed Collegiate Products" label is the exclusive property of The Collegiate Licensing Company.

The "Collegiate Licensed Product" label is the property of the Independent Labeling Group. All names, logos, team icons, and mascots associated with the NCAA, universities, and conferences are the exclusive property of the respective institutions. NCAA, the NCAA logo, and NCAA Basketball are trademarks or registered trademarks of the National Collegiate Athletic Association. All rights reserved.

Xbox, Xbox 360, and Xbox Live are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995: This press release contains 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 important factors are described in the Company's Form 10-K for the fiscal year ended October 31, 2005 in the section entitled "Risk Factors".

CONTACT: 2K Sports
Nikki Flynn, 415-507-7640
nflynn@2ksports.com
or
Access Communications for 2K Sports
Katie Pagliara, 917-522-3531
kpagliara@accesspr.com
or
Take-Two Interactive Software, Inc.
Corporate Press/Investor Relations:
Jim Ankner, 646-536-3006
james.ankner@take2games.com

SOURCE: Take-Two Interactive Software, Inc.