

2K Sports Signs NHL Superstar Ryan Kesler of Vancouver Canucks as Cover Athlete for NHL(R) 2K11

March 9, 2010 8:05 AM ET

Elite two-way forward set to turn up the intensity and excitement on the virtual ice

NEW YORK, Mar 09, 2010 (BUSINESS WIRE) -- 2K Sports announced today they have signed Ryan Kesler, star two-way forward for the Vancouver Canucks(R) and 2010 Winter Olympics hero, to be featured as the cover athlete and spokesman for their upcoming video game, NHL(R) 2K11. Kesler, a vital member of the upstart 2010 U.S. Olympic hockey team, captured the collective attention of sports fans around the world with his gritty and awe-inspiring performance, and will now look to bring the same electrifying play to NHL 2K11.

"Having the opportunity to participate in the Olympics and play in front of my home crowd was one of the best experiences of my life. To now be chosen as the next cover athlete for *NHL 2K11* is another dream come true," said Kesler, alternate captain for the Vancouver Canucks. "It was awesome to work with 2K Sports last year on the *NHL 2K10* commercial shoot and the outdoor motion capture session on the Las Vegas strip was incredible to be a part of. I'm looking forward to having just as much fun again, and helping them make another great hockey game this year."

Drafted by the Vancouver Canucks in [2003](#) as the 23rd overall pick in the first round, Kesler has spent his entire five-year NHL career with the Canucks. As a 2009 Selke Trophy finalist, awarded annually to the top defensive player in the league, Kesler has blossomed into one of the most feared and relentless players on the ice. Best known as a two-way forward, Kesler also set personal statistical records last season with 26 goals and 33 assists. He was honored with the Cyclone Taylor award last year as team MVP and has helped to lead the Canucks this year to the top of the Northwest division.

"Ryan is one of the most talented and exciting players to watch in the NHL today and his popularity has grown exponentially since the recent success of Team USA at the Winter Olympics," said Greg Thomas, senior vice president of sports development for 2K. "We're thrilled to have him represent *NHL 2K11* and wish him the best of luck through the rest of this season."

Being developed by Visual Concepts, a 2K Sports studio, *NHL 2K11* is not yet rated by the ESRB and scheduled to be available for Wii(TM) in fall 2010.

2K Sports 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 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) and iPod(R) touch. 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.

About the NHL

The National Hockey League, founded in 1917, is the second-oldest of the four major professional team sports leagues in North America. Today, the NHL consists of 30 Member Clubs, each reflecting the League's international makeup, with players from more than 20 countries represented on team rosters. According to a Simmons Market Research study, NHL fans are younger, more educated, more affluent, and access content through digital means more than any other sport. The NHL entertains more than 100 million fans each season in-arena and through its partners in national television (VERSUS, NBC, TSN, CBC, RDS, RIS, ESPN America, ASN and NHL NetworkTM) and radio (NHL RadioTM, Sirius XM Radio and XM Canada). Through the NHL Foundation, the League's charitable arm, the NHL raises money and awareness for Hockey Fights CancerTM and NHL Youth Development, and supports the charitable efforts of NHL players. For more information on the NHL, log on to NHL.com.

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The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for the Company's future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including: our dependence on key management and product development personnel, our dependence on our Grand Theft Auto products and our ability to develop other hit titles for current generation platforms, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, our reliance on a primary distribution service provider for a significant portion of our products, our ability to raise capital if needed, risks associated with international operations, and the matters relating to the investigation by a special committee of our board of directors of the Company's stock option grants and the claims and proceedings relating thereto (including stockholder and derivative litigation and negative tax or other implications for the Company resulting from any accounting adjustments or other factors). Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2009, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, which can be accessed at www.take2games.com. All forward-looking statements are qualified by these cautionary statements and apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6207023&lang=en>

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