

## **2K Sports Announces Larger-Than-Life Baseball Action with 'The BIGS'**

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Business Editors/Video Game Writers

NEW YORK--(BUSINESS WIRE)--Oct. 31, 2006--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), announced today a unique, new sports title that adds more explosive excitement to baseball video games than ever before - The BIGS. This over-the-top baseball action title puts an entirely new spin on Major League Baseball as it blends outrageous visuals and intuitive gameplay mechanics to bring fans a brand new MLB video game experience.

"The BIGS is sure to turn a few heads as it pioneers a completely different way of playing an MLB video game," stated Greg Thomas, President of Visual Concepts, a 2K Sports studio. "2K Sports is always looking to deliver the most innovative and eye-catching sports video games to fans and The BIGS is one of 2K Sports' most dynamic titles to date."

Developed by Blue Castle Games, The BIGS brings blazing graphics to huge proportions with larger-than-life MLB player models and ballparks. Featuring fantastic pitching, batting, and fielding animations, gamers can also take advantage of spectacular power-ups with outrageous special effects. As a standard for all major 2K Sports titles, The BIGS features online play for up to four players, making it a grand slam for online baseball battles.

At the helm of The BIGS is Dan Brady of Blue Castle. Dan is best known as the creator of and Technical Director on the EA Sports MVP Baseball series of games. Joining Dan at Blue Castle is a number of experienced baseball developers, including Jason Leigh - the Lead Designer of MVP baseball. "This is an extremely exciting time for fans of baseball videogames, as Blue Castle Games has assembled an absolute all-star lineup for this game," stated Greg Thomas.

The BIGS will be available for the Xbox 360(TM) video game and entertainment system from Microsoft, PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems, the PSP(R) (PlayStation(R)Portable) system, and Nintendo's Wii(TM) home video game console. The BIGS is slated for release in summer 2007.

For more information, log onto [www.2ksports.com](http://www.2ksports.com).

About Take-Two Interactive Software, Inc.

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer, distributor and publisher of interactive entertainment software games for the PC, PlayStation(R) game console, PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox(R) and Xbox 360(TM) video game and entertainment systems 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 and 2K Sports, and Global Star Software; and distributes software, hardware and accessories 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, Geneva, London, Paris, Munich, Madrid, 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](http://www.take2games.com).

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