

2K Sports Announces College Hoops 2K7 Now Available

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NEW YORK--(BUSINESS WIRE)--Nov. 22, 2006--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), proudly announced today that College Hoops 2K7 for the Xbox 360(TM) and Xbox(R) video game and entertainment systems from Microsoft is now available in stores across North America. The #1 rated college basketball simulation series for four-straight years*, College Hoops 2K7 continues the tradition of bringing the most authentic and thrilling college basketball experience anywhere.

"The hard work and incredible talent of our College Hoops team has produced our greatest college basketball game to date," stated Greg Thomas, President of Visual Concepts, a 2K Sports studio. "There are so many unique details in college basketball - the tradition, the rivalries, the Cinderella stories - that make it one of the most complex sports video games. The College Hoops 2K7 team has complemented the outstanding gameplay with innovative features and authentic details, creating our most comprehensive college basketball title ever."

Featuring over 200 fight songs to enhance the overall college atmosphere, College Hoops 2K7 also introduces the unique Chant Creator, allowing gamers to construct over 20 million chant combinations. Focusing on the importance of team chemistry, College Hoops 2K7 debuts Team Unity where players are encouraged to focus on team dynamics of defense, setting up plays, and the fundamentals of passing to maximize the potential of each squad. Commentators Greg Gumbel and Clark Kellogg, and their trademark colorful personalities, make a triumphant return to College Hoops 2K7, hosting College Hoops Tonight, a brand-new studio show discussing topics such as Games of the Week, Player of the Week, Coach on the Hot Seat, and Big Game Preview. Legacy Mode also boasts tournament bracketology, thousands of NCAA and school records, the post-season NIT, and so much more.

Featuring J.J. Redick, former star player for the Duke University Blue Devils on the cover, College Hoops 2K7 is rated E for Everyone and is available now for the Xbox 360(TM) and Xbox(R) video game and entertainment systems from Microsoft for \$59.99 and \$19.99, respectively. College Hoops 2K7 will be available in December for the PlayStation(R)2 computer entertainment system and this winter for the PLAYSTATION(R)3 computer entertainment system.

For more information, log onto <http://www.2ksports.com>

* According to GameRankings.com average scores of 2002-2006 college basketball simulation video games.

About Take-Two Interactive Software

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.

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