

2K Sports Announces NBA(R) 2K11 Now Available #NBA2K11

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Relive Michael Jordan's greatest moments with the all-new Jordan Challenge and more in NBA 2K11

NEW YORK, Oct 05, 2010 (BUSINESS WIRE) -- 2K Sports announced today that **NBA(R) 2K11**, the top-selling and top-rated NBA video game simulation franchise*, is available now on Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system, system, PlayStation(R)2 computer entertainment system, PSP(R) (PlayStation(R)Portable) system and Windows PC. The game will be available for the Wii(TM) system from Nintendo in mid-October. This season, play as Michael Jordan for the first time and relive his greatest moments with the *Jordan Challenge* in **NBA 2K11**. With realistic physics, lifelike player models, broadcast-quality presentations and feature-rich simulation, **NBA 2K11** is the most dynamic and complete experience ever available in the **NBA 2K** franchise.

"Michael Jordan is much more than a cover athlete for **NBA 2K11**," said Greg Thomas, president of product development for 2K Sports. "Building a game mode specifically for the greatest player of all time takes the **NBA 2K** series to the next level. This is something that has never been done in a video game and we're happy to be the ones to bring this to the fans."

In the *Jordan Challenge*, gamers can step onto the court in 10 legendary games from Michael Jordan's career and replicate his amazing plays in **NBA 2K11**. Successfully complete the *Jordan Challenge* and unlock the *MJ: Creating a Legend* mode, which lets players take control of a rookie Michael Jordan and place him on any current NBA team to start his career. Additionally, while playing through **NBA 2K11**, players will be awarded special pairs of Air Jordan shoes for hitting game milestones and accomplishments - with 40 total classic and new pairs.

"Seeing 2K Sports recreate some of the greatest moments from my career is incredible," said Michael Jordan. "I'm really impressed with the authenticity of **NBA 2K11** - everything from my facial expressions, my moves, my shoes, to my opponents and rivals on the court - and I think gamers will be, too."

In addition to the *Jordan Challenge* and *MJ: Creating a Legend* mode, **NBA 2K11** offers many improvements to favorite features of the series. Building upon one of the most innovative features in sports games, *NBA Today 2.0* includes real-world matchups, news and stats and dynamic commentary, while also reporting on real NBA scores and player stats from around the league. An improved *My Player* mode allows players to start their career by going through the official NBA Draft Combine in order to get drafted into the league and begin a path to NBA stardom. Players will also get to experience the all-new IsoMotion (TM) dribbling controls that deliver the most realistic feeling and responsive dribbling system to date with seamless transitions between ankle-breaking moves. With the enhanced Shot Stick(TM) and dynamic shot control, **NBA 2K11** will include dozens of new shot types under the user's control with the flick of a stick. **NBA 2K11** will support the PlayStation(R)Move motion controller on the PlayStation 3 system.

NBA 2K11 is rated E for Everyone by the ESRB and is available now on Xbox 360, PlayStation 3 and PlayStation 2 systems, PSP system and Windows PC. The game will be available in mid-October for Wii. For more information, please visit <http://www.2ksports.com/nba2k11>.

**According to 2008 - 2010 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through August 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 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, WiiTM, Nintendo DSTM, iPhone(R), iPod(R) touch and iPadTM. 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

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6454859&lang=en>

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2K Sports

Chris Snyder, 415-507-7637

chris.snyder@2ksports.com

or

Access Communications for 2K

Brian Roundy, 917-522-3540

broundy@accesspr.com

or

Take-Two Interactive Software, Inc.

Meg Maise 646-536-2932 (Corporate Press/Investor Relations)

meg.maise@take2games.com