

## **2K Sports Introduces Cinemotion(TM) to NHL 2K7; Dynamic parametric camera, situation-based cutscenes, player chatter and enhanced audio options deliver the Cinemotion(TM) experience**

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NEW YORK--(BUSINESS WIRE)--Aug. 17, 2006--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), announced today a new and exciting direction in experiencing the intense action and thrilling drama of an NHL video game with NHL(R) 2K7's newest feature, Cinemotion(TM). Combining new dynamic gameplay camera angle technology, cutscenes, player chatter and unique audio options, Cinemotion truly immerses gamers into the drama of hockey like never before.

"With all of our 2K Sports products, we're always looking for new ways to enhance and revolutionize the sports video game experience," stated Greg Thomas, president of Visual Concepts, a 2K Sports studio. "With Cinemotion, we have been able to really take this experience to the next level. Cinemotion creates a completely customizable atmosphere for gamers, introducing several different ways of playing the game in terms of gameplay cameras and music, in addition to other dramatic elements."

Fans will notice the impact of Cinemotion as soon as the puck drops, as NHL 2K7 features a new dynamic parametric camera angle during gameplay that maximizes the gamer's vision down the ice. This new camera angle specifically takes advantage of widescreen viewing, giving players the optimal perspective on all that's happening on the ice. The camera smartly zooms in when there's intense action along the boards without distracting the gamer. Additionally, gamers will truly appreciate the atmosphere and the character of each NHL arena when using this new Cinemotion camera angle.

The drama of an NHL game is perfectly delivered with cutscenes and player chatter in NHL 2K7. Cinemotion intelligently activates cutscene sequences that are shot from brand new camera angles and perspectives, to include penalty shots, face-offs and scoring. Player chatter adds a new layer of gameplay audio, as players on the ice will shout orders, give encouragement to teammates and react to specific game situations, elevating the drama and excitement.

To fully engross gamers in an all-new NHL experience, sound plays a big part in Cinemotion presentation and users can select between two different sound settings in NHL 2K7. Harry Neale and Bob Cole are back once again to deliver their unique insight and entertaining wit to every game when users select Cinemotion- Commentary. For gamers who want something much different, Cinemotion-Music replaces the commentary with an orchestrated score that dynamically changes with the action throughout every game. With Cinemotion-Music, the score will change based upon the action on the ice to reflect the overall mood. All Cinemotion music options are completely customizable so each user can have their own unique NHL 2K7 experience.

NHL 2K7, the top-rated hockey video game for four-straight years\*, is coming in September 2006 to the Xbox 360(TM) and Xbox(R) video game and entertainment systems from Microsoft, and the PlayStation(R)2 computer entertainment system; and will be available in holiday 2006 for the PlayStation(R)3 computer entertainment system\*\*.

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

\*According to GameRankings.com average scores of 2003-2006 hockey video games.

\*\* This title has not yet been concept approved for the PlayStation(R)3 system by Sony Computer Entertainment America.

### About Take-Two Interactive Software

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(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 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, 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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