

2K Sports Announces NBA 2K7 and NHL 2K7 As Launch Day Titles for the PLAYSTATION(R)3 System

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NEW YORK--(BUSINESS WIRE)--Nov. 7, 2006--2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), announced today that the critically-acclaimed NBA 2K7 and NHL 2K7 will be available as Day One launch titles for the PLAYSTATION(R)3 computer entertainment system, further cementing 2K Sports as the next-generation console publishing leader in the sports category.

"With the power of the PLAYSTATION 3 system, 2K Sports continues to make remarkable strides in the development of next-generation console games," said Greg Thomas, president of Visual Concepts, a 2K Sports studio. "The capabilities of the Cell processor have allowed us to deliver the next-generation quality of visuals and fluid animations that gamers expect. The SIXAXIS(TM) wireless controller will introduce an entirely new way for gamers to enjoy our titles and give our development teams new, exciting ideas to bring unique features to our sports titles."

NBA 2K7, the #1-rated basketball video game series for five-straight years* storms the court with the finest next-generation basketball experience on the PLAYSTATION 3 system with high definition quality visuals with full 1080p support, improved Signature Style animations, and new free-throw shooting using the exclusive PLAYSTATION 3 system SIXAXIS wireless controller to bring fans closer to the NBA experience.

NHL 2K7 breaks away from the competition bringing stunning realism and authenticity as the only NHL video game at launch for the PLAYSTATION 3 system. Boasting new enhanced graphic details and improved responsive gameplay, NHL 2K7, featuring San Jose Sharks center Joe Thornton, utilizes the exclusive PLAYSTATION 3 system SIXAXIS wireless controller in two key features. When using Crease Control(TM) - NHL 2K7's unique goalie perspective feature - goalie movements are tied to the SIXAXIS wireless controller. Also, players can check opponents by quickly moving the PLAYSTATION 3 system SIXAXIS wireless controller toward the direction of opposing players, bringing a fresh unique hockey experience on the PLAYSTATION 3 system.

In addition to promising gamers the richest, most enthralling sports experience to date with NBA 2K7 and NHL 2K7 on the PLAYSTATION 3 system, both titles will also be offering their entire suite of features found in the other console versions of these 2K Sports titles. As pioneers of online console gaming, 2K Sports is also proud to offer full online support to both titles including seamless online play, tournament options, and online leagues featuring live fantasy draft.

NBA 2K7 and NHL 2K7 will be available on November 17, 2006, launch day of the PLAYSTATION 3 computer entertainment system.

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

* According to GameRankings.com average scores of 2003-2007 basketball 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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