

2K Sports Crowns Kevin Durant, Blake Griffin and Derrick Rose as Cover Athletes for NBA® 2K13

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Trio of young superstars represents the "New Dynasty" of NBA legends

NEW YORK--(BUSINESS WIRE)--Jun. 26, 2012-- 2K Sports today announced that the Oklahoma City Thunder's Kevin Durant, Los Angeles Clippers' Blake Griffin and the Chicago Bulls' Derrick Rose have been crowned the cover athletes for **NBA® 2K13**, the next installment of the top-selling and top-rated NBA video game simulation franchise*.

"Being crowned as one of the **NBA 2K13** cover athletes is a huge honor and something I always dreamt about," said Durant, who won his third straight scoring title and led the Thunder franchise to their first NBA Finals appearance since 1996. "It's definitely humbling to grace the cover after the likes of Michael Jordan, Magic Johnson and Larry Bird."

"There's so much young talent around the NBA, so it's very exciting to be chosen for **NBA 2K**'s 'New Dynasty' alongside Kevin and Derrick," added Griffin, who helped lead the Clippers to their first postseason since 2006. "The **NBA 2K** series has always been my first choice when I want to get a game in."

"It's a dream come true to be one of the cover athletes for **NBA 2K13**," commented Rose, the 2010-11 NBA Most Valuable Player, who led the Bulls to a league-best 50-16 record this season. "I've worked closely with 2K Sports since **NBA 2K10**, and I'm honored to follow in the footsteps of Michael Jordan as the latest Chicago Bull to be featured on the cover."

In their young but impressive careers, Rose, Durant and Griffin have each taken the NBA by storm. All three are past winners of the NBA Rookie of the Year award, and have also amassed eight All-Star berths, three scoring titles, and one Most Valuable Player award between them.

"There are many young superstars in today's NBA, but we've selected three incredible athletes for the cover of **NBA 2K13** that represent the NBA well," concluded Jason Argent, vice president of marketing for 2K Sports. "It's clear to us that Blake, Derrick and Kevin are the most deserving guys to inherit the **NBA 2K** cover from Jordan, Magic and Bird."

Developed by Visual Concepts, a 2K Sports studio, **NBA 2K13** is not yet rated by the ESRB and will be available on October 2, 2012 in North America and October 5, 2012 internationally. The Wii U version of the title will be available during the holiday season. Fans are encouraged to pre-order now at participating retailers in order to receive the downloadable NBA All-Star content package presented by Sprite on day one at no extra cost.

For more information on 2K Sports, visit <http://www.2KSports.com>.

For more information on **NBA 2K13**, visit <http://www.facebook.com/NBA2K>.

2K Sports is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO).

**According to 2008 - 2012 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through May 2012.*

NBA 2K13 is not yet rated by the ESRB. Visit <http://cts.vresp.com/c/?AccessCommunications/d63b685638/1ba191d56c/e11085b311> for rating information.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, marketer and publisher of interactive entertainment for consumers around the globe. The Company develops and publishes products through its two wholly-owned labels Rockstar Games and 2K, which publishes its titles under the 2K Games, 2K Sports and 2K Play brands. Our products are designed for console systems, handheld gaming systems and personal computers, including smartphones and tablets, and are delivered through physical retail, digital download, online platforms and cloud streaming services. The Company's common stock is publicly traded on NASDAQ under the symbol TTWO. For more corporate and product information please

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50322485&lang=en>

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