



## **NBA® 2K7 Continues Best Selling Next Generation NBA Title Trend for Third Straight Month**

### **Winner of the Spike TV Video Game Award for Best Team Sports Game, NBA® 2K7 is the number-one rated\*\* NBA video game**

**New York, NY - December 14, 2006** - 2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), announced today that NBA® 2K7, the #1-rated basketball video game series for five-straight years\*\*, is the number one selling\* Xbox 360™ video game and entertainment system basketball title for a third straight month; and the number one selling\* PLAYSTATION®3 computer entertainment system basketball title. Additionally, NBA 2K7 won Best Team Sports Game at the 2006 Spike TV Video Game Awards, confirming the critical recognition that NBA 2K7 is the #1-rated basketball video game.

"We're proud that gamers have made NBA 2K7 the number one selling next-generation NBA title this fall," said Erik Whiteford, Vice President of Marketing for 2K Sports. "Since its launch in September, NBA 2K7 for the Xbox 360 has steadily increased market share, gaining strong retail support this holiday season."

Through November, NBA 2K7 was the number one selling next-generation NBA title, capturing 55 percent overall market share of the next-generation basketball market\*. For September, October and November 2006, NBA 2K7 for the Xbox 360 sold 67 percent more units than NBA 2K6 for the Xbox 360 in its first three months last year\*. NBA 2K7 has also been widely acclaimed by critics. With 114 reviews, Gamerankings.com estimates NBA 2K7 for the Xbox 360 has scored 85.2 percent overall, making it the highest rated Xbox 360 NBA simulation by a wide margin. Game Informer says NBA 2K7 is "the best basketball title out there," and ESPN The Magazine calls NBA 2K7 "Arguably, the best basketball game ever made."

"Winning gamer choice and critical praise is validation of the hard work of the entire NBA 2K7 development team," said Greg Thomas, President of Visual Concepts, a 2K Sports studio. "At 2K Sports, we listen to our fans and we strive to deliver the deepest sports simulation titles on the market. Based on the strong fan support and critical reception - especially winning the Best Team Sports Game award from the Spike TV Video Game Awards this year - we've proven this is the right approach."

Rated E for Everyone, NBA 2K7 is available now for the Xbox 360™ and Xbox® video game and entertainment systems from Microsoft and the PLAYSTATION 3 and PlayStation 2 computer entertainment systems.

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

\* According to NPD Funworld September, October, and November 2006 estimates of U.S. retail video game sales of Xbox 360 and PLAYSTATION 3 NBA titles. \*\*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® game console, PlayStation®2 and PLAYSTATION®3 computer entertainment systems, PSP® (PlayStation®Portable) system, Xbox® and Xbox 360™ video game and entertainment systems from Microsoft, Nintendo GameCube™, Nintendo DS™ and Game Boy 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'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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forward-looking statements under federal securities laws. Such forward-looking statements are based on the beliefs of our management as well as assumptions made by and information currently available to them. The Company has no obligation to update such forward-looking statements. Actual results may vary significantly from these forward-looking statements based on a variety of factors. These risks and uncertainties include the final conclusions of the Special Committee and the Board of Directors concerning matters related to the Company's stock option grants, including, but not limited to, the accuracy of the stated dates of option grants and whether all proper procedures were followed, the impact of any restatement of financial statements of the Company or other actions that may be taken or required as a result of such reviews; the timing of the completion of the Special Committee's investigation; and the possibility that the Special Committee's investigation or any governmental investigation may reveal issues that the Company does not currently realize exist. In addition, the investigation and conclusions of the Special Committee may require additional expenses to be recorded; may continue to adversely affect the Company's ability to file required reports with the U.S. Securities and Exchange Commission ("SEC") on a timely basis, may require revisions to the Company's conclusions on the effectiveness of internal control over financial reporting and disclosure controls and procedures, and may impede the Company's ability to meet the requirements of the NASDAQ Stock Market for continued listing of the Company's shares; and may result in claims and proceedings relating to such matters, including previously disclosed shareholder and derivative litigation and actions by the SEC and/or other governmental agencies and negative tax or other implications for the Company resulting from any accounting adjustments or other factors. Other important factors are described in the Company's Form 10-Q for the quarter ended April 30, 2006 in the section entitled "Risk Factors".

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