



2K Sports Creates All-Star Music Lineup from Matador Records for Major League Baseball® 2K6 Video Game

'2K Beats Radio', the First Internet Radio Station by a Video Game Publisher, Officially Launches with Debut of Music from Major League Baseball® 2K6

New York, NY – March 23, 2006 – 2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), today announced that Matador Records, among other record labels, is providing music for the in-game Major League Baseball® 2K6 soundtrack. This is the first time Matador has licensed a block of music for a video game soundtrack to showcase the label's diverse and revered catalog of artists. Music from Major League Baseball 2K6 will also be featured on the newly launched 2K Beats Internet radio station as a key component of 2K Sports' extensive 2K Beats music marketing and integration campaign.

Featuring a motivationally-charged and catchy mix of music, Major League Baseball 2K6's soundtrack features 19 songs, including songs from influential Matador artists such as Interpol, Stephen Malkmus, Pavement, Belle & Sebastian, and Guided By Voices.

Major League Baseball 2K6 will feature the following Matador Records' tracks:

- Belle and Sebastian - To Be Myself Completely and Le Pastie De La Bourgeoisie
- Cornelius - Drop, Count Five Or Six
- Early Man - Closing In (The Medley)
- Interpol - Evil
- Mogwai - Hunted By A Freak
- Pavement - Serpentine Pad
- Preston School of Industry - Line It Up
- Pretty Girls Make Graves - The Grandmother Wolf
- Stephen Malkmus - Loud Cloud Crowd
- The Double - Icy, Idiocy
- Yo La Tengo - Today Is The Day

"We are excited to have Matador Records involved with Major League Baseball 2K6, given the label's strong reputation for representing some of music's most influential and eclectic bands," said Tim Rosa, Director of Brand and Lifestyle Marketing for 2K Sports. "Matador's participation creates a robust and compelling soundtrack that redefines the notion of 'baseball music' without tampering with the authentic MLB experience gamers expect."

"We are pleased to license a wide range of songs from Matador artists for the 2K Sports Major League Baseball 2K6 video game," said Matador co-founder Gerard Cosloy. "Given that our roster is filled with avid gamers and baseball fans, this was a natural fit."

2K Sports' new music marketing initiative, 2K Beats, includes an exceptionally deep level of in-game music integration featuring access to artist bios, songs, photos, discography and contact information. Also, as the first Internet radio station by a video game publisher, 2K Beats will feature online artist pages, radio promotions, partnership programs and special events.

In addition to featuring the premier of Major League Baseball 2K6's soundtrack, 2K Beats radio will include all of the past and present music tracks from 2K Sports' critically acclaimed titles available for streaming at www.2ksports.com/2kbeats.

"2K Sports is at the forefront of video game, technology and music convergence," said Tim Rosa. "So, an Internet radio station that showcases the music of 2K Sports is a natural evolution for our brand."

As the exclusive and only officially licensed MLB® video game to appear on every major gaming console, Major League Baseball 2K6 will be available this spring for Xbox 360™ and Xbox video game and entertainment systems from Microsoft, PlayStation®2 computer entertainment system, PSP™ (PlayStation®Portable) system and Nintendo GameCube™. Including innovative features such as Inside Edge technology, Swing Stick™, a new movement system and realistic player collisions, Major League Baseball 2K6 takes the virtual baseball experience to the next level.

Major League Baseball 2K6 is rated "E" for Everyone and will be available in North American retail stores this spring for \$39.99 on current generation platforms and \$59.99 for Xbox 360. For more information, log onto <http://www.2ksports.com>

About Take-Two Interactive Software, Inc.

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® game console, PlayStation®2 computer entertainment system, 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 Games, 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, Vienna, 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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About Nintendo

The worldwide leader and innovator in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its popular home and portable video game systems.

For more information about Nintendo, visit the company's Web site at www.nintendo.com. For more information about Nintendo, visit the company's Web site at www.nintendo.com.

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