



2K Sports Announces Special Canadian And European Packaging For NHL 2K6

Toronto Maple Leafs' Mats Sundin Named Cover Athlete

NEW YORK, NY – August 17, 2005 – 2K Sports, a publishing label of Take-Two Interactive Software, Inc. (Nasdaq: TTWO), announced today that the specially-designed Canadian and European packaging for NHL 2K6 will feature Toronto Maple Leafs' All-Star center, Mats Sundin as the cover athlete. Releasing in early fall 2005, NHL 2K6 is the latest in the #1 rated and #1 selling NHL video game series**, introducing a bevy of new features and enhancements and creating the ultimate NHL simulation experience for puck fans.

"Canadian and European hockey fans are known for their unrivaled passion for the sport," stated Erik Whiteford, vice president of marketing for 2K Sports. "One of the ways we are embracing this enthusiasm is by creating custom packaging for Canada and Europe, featuring Mats Sundin, captain of the Toronto Maple Leafs and the Swedish Olympic hockey team."

An eight-time NHL All-Star player, Sundin joins American NHL 2K6 cover athlete Dallas Stars' Marty Turco as official spokesperson for NHL 2K6. Highly regarded as an NHL leader in scoring and an international hockey icon, Sundin has been honored as one of the Toronto Maple Leafs' "All-time Greats," and has been selected as team captain for the Leafs, and the Swedish Olympic and World All-Star hockey teams.

"It's an honor to be chosen to represent the best hockey game in the world," stated Mats Sundin. "Hockey fans are looking for the most authentic experience and NHL 2K6 delivers it."

Hockey fans will be further immersed in the authenticity and excitement of NHL 2K6, with the video game debut of announcer Bob Cole and game analyst Harry Neale providing in-game commentary.

NHL 2K6 will be available in early fall 2005 for PlayStation® 2 computer entertainment system, Xbox® video game and entertainment system from Microsoft, and the Xbox 360™ video game and entertainment system from Microsoft.

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

**According to GameRankings.com average scores of 2003-2005 hockey video games and based on NHL 2K5 sales in 2004-2005 from NPD Funworld®.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. (NASDAQ: TTWO) 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, the Xbox® video game and entertainment system from Microsoft, the Xbox 360™ video game and entertainment system 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) and Auckland. 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 Sony Computer Entertainment America

Recognized as the undisputed industry leader, Sony Computer Entertainment America markets the PlayStation® game console and develops, publishes, markets and distributes software for the PlayStation game console and the PlayStation® 2 computer

entertainment system for the North American market. Based in Foster City, Calif., Sony Computer Entertainment America serves as headquarters for all North American operations and is a wholly-owned subsidiary of Sony Computer Entertainment Inc.

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