



2K Sports Puts Fans in Touch with the Action in Major League Baseball® 2K8 Fantasy All-Stars for Nintendo DS™

Never before has a baseball video game been so fun and addictively interactive

New York, NY - February 26, 2008 - 2K Sports, the sports publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), in partnership with Deep Fried Entertainment, today officially announced Major League Baseball® 2K8 Fantasy All-Stars, an exciting new baseball title that will put fans into the action like never before. Available exclusively for Nintendo DS, Major League Baseball 2K8 Fantasy All-Stars will offer fans of all ages a wildly fun experience featuring starting lineups from all 30 Major League Baseball clubs, a variety of exhibition and tournament modes, All-Star training mini-games, along with fantasy-themed baseball stadiums.

Utilizing the functionality of the Nintendo DS touch screen, Major League Baseball 2K8 Fantasy All-Stars will provide fans the unique opportunity to control the power and technique of their swings and the speed and accuracy of their pitch by performing specific gestures and intuitive usage of the stylus. Fielding, baserunning and other controls will also utilize the DS touch screen, as players drag and trace lines to execute these specific baseball actions.

Adding to the addictive gameplay experience, players will also have the ability to obtain special "power ups" to complete incredible batting, pitching, and fielding performances. Players can force their opponents to chase after the "chicken ball" that runs away from fielders once it's on the ground, or confuse them with a "crazy ball" that takes an unpredictable flight path. Pitchers can throw amazing new pitches such as a "super splitter" that splits the ball into two pieces to confuse the batter or a "fireball" that screams over the plate at rocket speeds while engulfed in flames. Fielders can join in the power up fun with the "brick wall" that causes a wall to instantly rise out of the ground to stop the ball in its tracks or the "super jump" that allows them to jump incredibly high toward the ball in flight.

"It's exciting to continue expanding our wide number of baseball offerings with Major League Baseball 2K8 Fantasy All-Stars," said Christoph Hartmann, president of 2K. "With all new fun and innovative gameplay features, fans will now have the great opportunity to step up to the plate and enjoy playing baseball like never before."

"We're proud to offer fans a unique and interactive baseball experience on Nintendo DS that is both fun and appealing for all ages," said Brenda Bailey, chief operating officer of Deep Fried Entertainment. "With Spring Training™ right around the corner Major League Baseball 2K8 Fantasy All-Stars comes at the perfect time to put players in touch with the action on a new level."

Some of the fun and exciting features included in Major League Baseball 2K8 Fantasy All-Stars include:

Unique Interactive Experience -- All aspects of the game will be controlled on the Nintendo DS touch screen, including batting, pitching, fielding and baserunning.

Exciting Gameplay Modes -- Exhibition mode will allow players to quickly choose their favorite teams so they can immediately jump into the intense baseball action, while Fantasy Pennant mode will offer various tournaments to compete in. All-Star Training will assist players in learning the fundamental DS control functions wrapped up in a variety of fun and challenging mini-games.

All-Star Lineups -- Players can create their own unique baseball teams by choosing from the different starting lineups and putting together their favorite All-Stars.

Uniquely Themed Stadiums -- Set in extreme environments that portray the diverse North American environment, uniquely themed stadiums are in locations ranging from the Everglades in Florida to the Frozen North, locations that can only be mastered by the best.

Multi-player -- Supports two-player DS Wireless and Nintendo Wi-Fi Connection. For added competitiveness, Major League Baseball 2K8 Fantasy All-Stars will utilize DS Wireless and Nintendo Wi-Fi Connections so players can go head-to-head in intense worldwide multi-player gaming.

Major League Baseball 2K8 Fantasy All-Stars, developed by Deep Fried Entertainment and published by 2K Sports, will be available exclusively for Nintendo DS™ this April and is rated E for Everyone by the ESRB. For more information about this title please visit: www.2Ksports.com.

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®3 and PlayStation®2 computer entertainment systems, PSP® (PlayStation®Portable) system, Xbox 360® and Xbox® video game and entertainment systems from Microsoft, Wii™, 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 2K Play, 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.

All trademarks and copyrights contained herein are the property of their respective holders.

Major League Baseball trademarks and copyrights are used with permission of Major League Baseball Properties, Inc. Visit the official Major League Baseball website at MLB.com © MLBPA-Official Licensee, Major League Baseball Players Association. Visit www.MLBPLAYERS.com, the Players Choice on the web.

Nintendo DS is a trademark of Nintendo.

This press release contains forward-looking statements made in reliance upon the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The statements contained herein which are not historical facts are considered 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 matters relating to the Special Committee's investigation of the Company's stock option grants and the restatement of our consolidated financial statements. The investigation and conclusions of the Special Committee may result in claims and proceedings relating to such matters, including previously disclosed shareholder and derivative litigation and actions by the Securities and Exchange Commission 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 Annual Report on Form 10-K for the fiscal year ended October 31, 2007, in the section entitled "Risk Factors." Further risks and uncertainties associated with Electronic Arts' unsolicited proposal to acquire the Company include: the risk that key employees may pursue other employment opportunities due to concerns as to their employment security with the Company; the risk that the acquisition proposal will make it more difficult for the Company to execute its strategic plan and pursue other strategic opportunities; and the risk that stockholder litigation in connection with Electronic Arts' unsolicited proposal may result in significant costs of defense, indemnification and liability. All forward-looking statements are qualified by these cautionary statements and are made only as of the date they are made.

###