



## **2K Sports Celebrates 10th Anniversary of NBA 2K Franchise with Diverse Music Soundtrack for NBA® 2K10**

**Soundtrack features original track by Grammy-nominated artist, The Game, along with a blazing lineup of top recording artists, including Kanye West, MGMT, Ratatat, and more; free downloads available to sample music**

New York, NY – September 3, 2009 – 2K Sports announced today the complete track list for this fall's highly anticipated basketball video game, NBA® 2K10. The soundtrack will feature a cross-genre lineup of music by top artists such as Kanye West, MGMT, K'naan, Metric, Ratatat and more. The soundtrack also includes an original song from Grammy-nominated artist, The Game, titled "Champion."

Celebrating the 10th anniversary of the hugely popular NBA 2K franchise, the #1 selling basketball video game\* and #1 rated NBA simulation\*\*, 2K Sports will enhance its long-standing reputation of bringing an eclectic mix of breaking and established artists to its gaming audience. Renowned for its expert fusing of music and gaming, 2K Sports will take this expertise to a whole new level with NBA 2K10 by utilizing several unique out-of-game opportunities to draw attention to the title's featured artists. Past and present initiatives have included mix tapes, exclusive music downloads, music videos, in-game characters, live performances and music tours.

In NBA 2K10, some of the featured music artists will also make in-game cameos as playable characters, including Kanye West, The Game, Asher Roth, David Banner, Twista, Pitbull, and a variety of others. Each of the in-game artists will appear exclusively in the NBA 2K10's Streetball mode.

Following is the complete track list for NBA 2K10:

- § Ace Hood - Top of the World
- § Adam Tensta - My Cool
- § Akala - The Edge
- § Al Kapone - Rock This
- § Chali2na - Lock it Down (Instrumental)
- § Chali2na – International (feat. Beenie Man)
- § Donnie Bravo - Run Away
- § Duo Live - Shootin
- § Flo Rida - ROOTS
- § Iglu & Hartly - In this City
- § Illinois - Hang On
- § Izza Kizza - They're Everywhere
- § K'naan - Wavin' the Flag
- § Kanye West - Amazing
- § Kenan Bell - Like This
- § Matisyahu - One Day
- § Metric - Help I'm Alive
- § Metronomy - Radio Ladio
- § MGMT - Electric Feel
- § Miike Snow - Black & Blue
- § Naïve New Breeders - Can't Choose
- § Ratatat - Falcon Jab
- § Ratatat - Mirando
- § Saul Williams - List of Demands (Reparations)
- § Sportsrushaz - Iron

- § The Game - Champion (Exclusive and original track)
- § The Moog - Joyclad Armies
- § Vincent Van Go Go - Do You Know

2K Sports is also offering fans the special opportunity to download two exclusive full tracks for free from the official NBA 2K10 soundtrack - "They're Everywhere" (Izza Kizza) and "Run Away" (Donnie Bravo). To download these tracks now, please visit: <http://www.2ksports.com/nba2k10tracks>.

Developed by 2K Sports' Visual Concepts studio, NBA 2K10 is rated E by the ESRB and will be available on October 6 for Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system, PlayStation®2 computer entertainment system, PSP® (PlayStation®Portable) system, Wii™ system from Nintendo, and Windows PC. For more information, please visit [www.2ksports.com/games/nba2k10](http://www.2ksports.com/games/nba2k10).

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

\* According to The NPD Group estimates of U.S. retail video game sales of Xbox 360 and PLAYSTATION 3 NBA titles from October 2008 through July 2009. \*\* The NBA 2K series, published by 2K Sports, outranked competitors based on GameRankings.com average scores of 2001-2008 NBA 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®3 and PlayStation®2 computer entertainment systems, PSP® (PlayStation®Portable) system, Xbox 360® video game and entertainment system from Microsoft, Wii™ and Nintendo DS™. The Company publishes and develops products through its wholly owned labels Rockstar Games and 2K, which publishes its titles under 2K Games, 2K Sports and 2K Play. Take-Two also distributes software, hardware and accessories in North America through its Jack of All Games subsidiary. The Company'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).

#### NBA

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