



2K Sports Hits the Ice with NHL® 2K10

True-to-life hockey franchise pumps up the party for a thrilling NHL experience

New York, NY – September 15, 2009 – 2K Sports announced today that NHL® 2K10, the 10th anniversary edition of the popular hockey franchise, is now available for the Wii™ system from Nintendo, Xbox 360® video game and entertainment system from Microsoft, and the PlayStation®3 (PS3™) and PlayStation®2 computer entertainment systems. Featuring 2009 Hart Memorial Trophy and Lester B. Pearson Award winner Alex Ovechkin of the Washington Capitals as its cover athlete and spokesman, NHL 2K10 brings the fast-paced action and fun of the NHL right to your living room while staying true to the sport.

Whether you're a die-hard NHL fan or a casual player, NHL 2K10's pick-up-and-shoot controls, true-to-life authenticity and variety of on- and off-line multiplayer modes promise hours of entertainment. For the first time ever, NHL 2K10 for Wii will provide fans with a full-featured version of their favorite hockey game, along with a new franchise mode with full online play and numerous gameplay improvements, such as stumble shots and stick lifts. NHL 2K10 for Wii will support the Wii MotionPlus™ for precise one-to-one control and Wii Speak™ to chat with and challenge friends online, and will also offer the Wii exclusive multiplayer mode – Mii™ Super Skills Competition.

"We're excited about what NHL 2K10 will do this year for social gaming," said Greg Thomas, senior vice president of sports development for 2K. "The depth of the online features in NHL 2K10 set a new standard, with virtually every game mode available across all platforms, including some that are exclusive to Wii. NHL 2K10 promises to bring fans the fun and excitement that the NHL is known for, while still staying true to hockey."

Developed by 2K Sports' Visual Concepts studio, NHL 2K10 is rated E10+ by the ESRB and is available now for Wii, Xbox 360, and the PlayStation 3 and PlayStation 2 systems. For more information about NHL 2K10, please visit www.2ksports.com/games/nhl2k10.

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

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 (PS3™) 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.

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