



## **2K Sports Fuels Family Fun Night with Baseball Blast!® Now Available Exclusively for Wii™**

### **Exciting baseball action takes Big League swing at fun, new mini-game experience**

New York, NY – September 28, 2009 – 2K Sports announced today that Baseball Blast!®, the only officially licensed Major League Baseball® mini-game experience, is now available exclusively for the Wii™ system from Nintendo. Baseball Blast! puts an exciting spin on big league baseball action by offering a series of fun mini-games for up to four players of all ages, which are perfect for the whole family. Fans will have the opportunity to test their abilities in a variety of unique game modes, including skill challenges, puzzles, and trivia matches. Featuring every MLB team and some of today's top baseball stars, Baseball Blast! also includes entertaining play-by-play commentary by popular baseball personalities Rob Dibble and "Mr. Baseball" Bob Uecker.

"Baseball Blast! combines over-the-top baseball mini-games with your favorite MLB players and teams to create an entertaining Wii experience that everyone can enjoy," said Greg Thomas, senior vice president of sports development for 2K. "This casual take on America's favorite pastime gives the entire family a sports game that they can easily master and play together this holiday season."

Baseball Blast! features more than 20 different baseball-themed mini-games, including Fly Ball Fury, Dodge Ball, Power Pitcher, Bumper Base, Pennant Race and Galaxy Ball. Fans will be able to fulfill their virtual diamond fantasies by smashing home runs that soar past planets, hitting cannonballs back at pirate ships, and trying to stay on base while bumping and jumping bumper cars to victory. Players can also rack up points to unlock trophies and new puzzles, and earn strategy cards to compete against their friends in a fun bonus game. A challenging trivia mode will allow fans to test their baseball knowledge, including more than 100 questions that range from common baseball subjects to stumping even hardcore baseball fanatics.

Baseball Blast!, now available for Wii, is rated E by the ESRB and offers hours of fun for the value price of only \$19.99. For more information about Baseball Blast! please visit [www.2ksports.com/games/baseballblast](http://www.2ksports.com/games/baseballblast). 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](http://www.take2games.com).

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The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for the Company's future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including: our dependence on key management and product development personnel, our dependence on our Grand Theft Auto products and our ability to develop other hit titles for current generation platforms, the timely release and significant market acceptance

of our games, the ability to maintain acceptable pricing levels on our games, our reliance on a primary distribution service provider for a significant portion of our products, our ability to raise capital if needed, risks associated with international operations, and the matters relating to the investigation by a special committee of our board of directors of the Company's stock option grants and the claims and proceedings relating thereto (including stockholder and derivative litigation and negative tax or other implications for the Company resulting from any accounting adjustments or other factors). Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2008, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended July 31, 2009, and the Company's other periodic filings with the SEC, which can be accessed at [www.take2games.com](http://www.take2games.com). All forward-looking statements are qualified by these cautionary statements and apply only as of the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

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