



NBA® 2K10 Takes it to the Hoop to Celebrate 10th Anniversary

Incredible new NBA Today feature and My Player career mode brings fans even closer to the realism of the NBA

New York, NY – October 6, 2009 – 2K Sports announced today that NBA® 2K10, the #1 selling basketball video game* and #1 rated NBA simulation**, is now available for fans to purchase. A limited-edition NBA 2K10: Anniversary Edition is also available that comes packaged in a specially designed 2K Sports locker configured for game storage, with exclusive items featuring 2009 NBA Finals MVP and cover athlete for NBA 2K10, Kobe Bryant of the Los Angeles Lakers. This season, NBA 2K10 delivers the most realistic, stylistic, and feature-rich simulation experience ever available in the NBA 2K franchise - from gameplay to graphics, presentation and online features.

"I take great pride in aligning myself with NBA 2K10 as it is simply the most authentic basketball game out there, bar none," said Kobe Bryant, 11-time NBA All-Star. "I was fortunate enough to win a world championship when I was announced to be on the cover. I have learned, in my time working with the 2K Sports team that they, too, strive to be the absolute best." "NBA 2K10 is the dream package for any diehard basketball fan and will be available on more platforms than ever before," said Greg Thomas, senior vice president of sports development for 2K. "It's the 10th anniversary of the NBA 2K franchise and we're celebrating in a huge way with Kobe Bryant on our cover and the NBA 2K10: Anniversary Edition that includes many awesome collectables. NBA 2K10 challenges basketball fans of all ages – How will you take over?"

NBA 2K10 raises the bar for authenticity this year with groundbreaking new features:

NBA Today: Real world matchups, news and stats automatically stream right into the game. NBA Today keeps commentary and overlays fresh and up to date based on what is really happening in the NBA.

My Player: Giving fans what they have long requested, the all-new My Player career mode allows fans to create their own ultimate NBA player and guide his every career move. Players start as an undrafted rookie in the Summer Circuit, and if their skills become advanced enough, they may get an invite to participate in an NBA team's training camp or end up in the NBA Development League. The road to being an NBA star is long and hard, and each player has the opportunity to create their own unique experience making it to the League.

The Association: The Association strives to be the best franchise mode in sports video games. Full incorporation of the NBA Development League and the ability to control all 30 NBA teams at once, including restricted free agency, real-time practice, an all-new player progression system, and a host of other enhancements gives NBA 2K10 players the tools to rule the court and lead their team to victory.

Crews: Crews, a new online feature, allows dedicated online players to round up their friends and build the ultimate squad using either created players from My Player or an actual NBA team. Players can go online and challenge other Crews for bragging rights and progression points as they try to climb their way to the top of the Crew leaderboard rankings.

Signature Play: Signature Play pulls together all of NBA 2K's player Signature Styles and adds in all-new Signature Tendencies and facial expressions, creating NBA 2K10 teams that play and react like their real life counterparts for an unbelievably realistic NBA experience. Improved easy-to-use offensive controls for dribbling and post game let players pull off ankle breaking IsoMotion™ moves and dominate from the perimeter to the paint. Gamers can shut down teams like never before with innovative defensive controls that allow you to shadow your opponent's every move, deny position off-ball, and even select different approaches to contest shots.

Developed by 2K Sports' Visual Concepts studio, NBA 2K10 is rated E for Everyone 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, and PSP® (PlayStation®Portable) system. NBA 2K10 ships to retailers for Windows PC on October 12 and for Wii™ system from Nintendo on October 19. For more information, please visit 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 August 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. About the NBA The NBA and individual NBA member team identifications used on or in this product are trademarks, copyrighted designs and other forms of intellectual property of NBA Properties, Inc. and the respective NBA member teams and may not be used, in whole or in part, without the prior written consent of NBA Properties, Inc. © 2009 NBA Properties, Inc. All rights reserved.

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