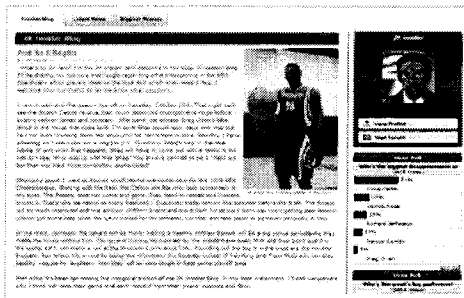
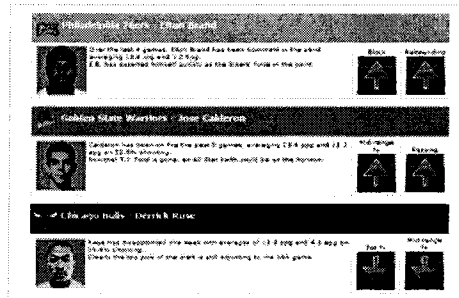




NBA 2K9 Gets More Real with Living Rosters

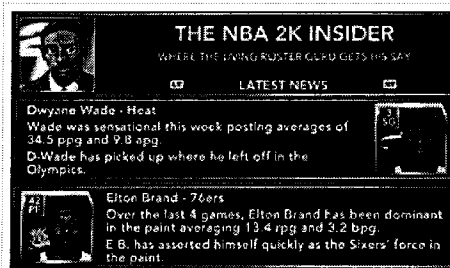
09/22/08

2K Sports today announced details on Living Rosters, an exciting new innovative online feature for this season's highly anticipated basketball title, NBA 2K9. Living Rosters will ensure dedicated fans are playing with the most up-to-date and complete basketball experience ever available in the NBA 2K franchise. In addition to delivering constant updates to player ratings and player tendencies, Living Rosters will also offer exclusive access to unlockable animation packages for players in the game. When a player starts to heat up and takes his game to the next level on the real courts, new animation packages will unlock for that player in the video game. As the NBA season progresses, so will NBA 2K9, as players will have the ability to pull off new moves never seen before in the video game, adapt their offensive and defensive rotations, and shift starting lineups as they occur. If it happens during the regular NBA season, it will happen in NBA 2K9 thanks to Living Rosters.



When the Living Rosters feature is activated and a gamer signs in online, the game automatically checks for Living Roster updates in order to download the latest real-life player information in a seamless process behind the scenes. Gamers will have an option to either have Living Rosters automatically update their in-game roster information, or they can choose to download new roster data manually.

Once Living Rosters has successfully completed an update, NBA 2K9 fans can then review the different player and gameplay updates from the NBA 2K Insider – a real person working behind the scenes, pouring over the stats and spreadsheets, and who is ultimately responsible for the content and accuracy of the Living Rosters updates. However, the Insider's job is much more than just crunching numbers – they will interact with the community and listen to roster update suggestions to determine what the fans really want in each update. The NBA 2K Insider's analysis and commentary will be available in-game and on the 2K Sports website, www.2ksports.com.



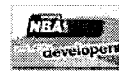
06/14/09
Konsole Kingz NBA 2K9 Playdate

Take part in the Konsole Kingz NBA 2K9 community playdate for a chance to win a G-Shock.



02/18/09 - 02/18/09
Play NBA 2K9 with Jadakiss...

Legendary rapper Jadakiss will play NBA 2K9 with Xbox LIVE® Gold members February 18.



11/21/08 - 11/21/08
NBA 2K9 Game with Developers

Got game? Put your NBA 2K9 skills to the real test - against the guys who made it.



11/13/08 - 12/06/08
2K Sports Bounce Tour 2008

4th annual music and videogame tour, featuring Q-Tip and The Cool Kids.



11/10/08 - 11/21/08
2008 2K Sports Classic

The field of teams for the 2008 tournament has been announced. Get tickets to a game in your region, or catch the action on ESPN.



10/30/08 - 02/15/09
NBA® 2K9 All-Star...

Got skillz? Sign up now for the NBA 2K9 All-Star Challenge and see if you can grab the \$25,000 Grand Prize.



09/25/08 - 09/26/08
NBA 2K9 VIP Launch Party

KG is celebrating the launch of NBA 2K9 with fellow stars Andre Iguodala, Danilo Gallinari and others in an all-out Big Apple blowout.

NBA 2K9 is the latest edition of NBA 2K, the series that has been the #1 rated NBA simulation for seven years in a row* and is back for its 10th season. NBA 2K9 is the premier basketball game for serious players, and will deliver the most realistic and feature-rich simulation experience ever available in the NBA 2K franchise – from gameplay and graphics to presentation and online features. NBA 2K9 is rated E for Everyone by the ESRB and will be available on October 7 for Xbox 360® video game and entertainment system from Microsoft, and PLAYSTATION®3 and PlayStation®2 computer entertainment systems.

For more game info, check out www.2ksports.com/games/nba2k9.

**The NBA 2K series developed by Visual Concepts outranked competitors based on GameRankings.com average scores of 2001-2007 NBA video games.*

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**NBA 2K9**

Rating: E (Everyone)

Price: \$19.99 - \$59.99

Platform(s): Xbox 360®, PlayStation®2, PLAYSTATION®3, PC DVD



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