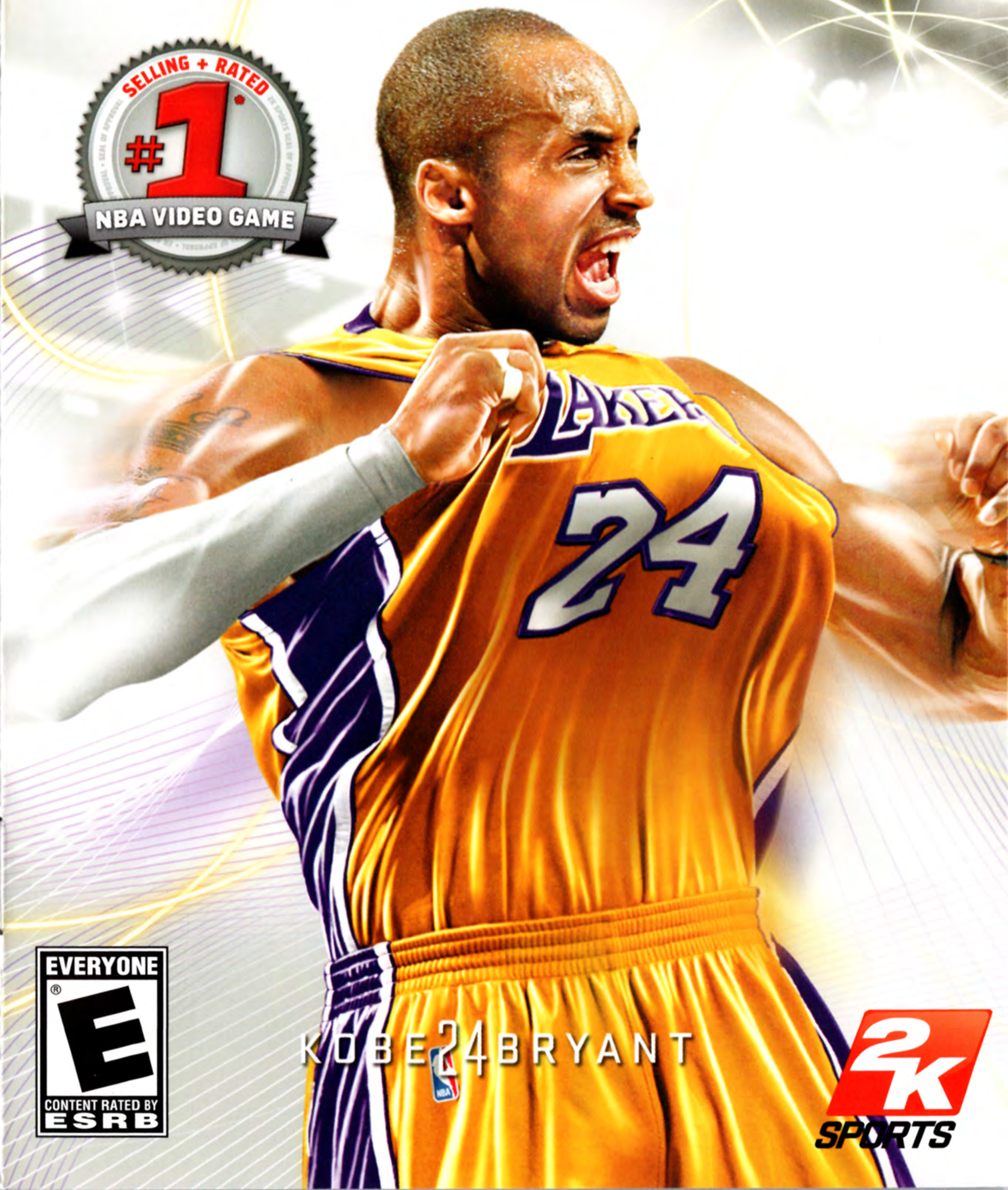


2KSPORTS 1999-2009 TENTH ANNIVERSARY
NBA **2K10**



KOBE  24 BRYANT



⚠ WARNING: PHOTSENSITIVITY/EPILEPSY/SEIZURES

READ BEFORE USING YOUR PLAYSTATION®2 COMPUTER ENTERTAINMENT SYSTEM.

A very small percentage of individuals may experience epileptic seizures or blackouts when exposed to certain light patterns or flashing lights. Exposure to certain patterns or backgrounds on a television screen or when playing video games may trigger epileptic seizures or blackouts in these individuals. These conditions may trigger previously undetected epileptic symptoms or seizures in persons who have no history of prior seizures or epilepsy. If you, or anyone in your family, has an epileptic condition or has had seizures of any kind, consult your physician before playing. IMMEDIATELY DISCONTINUE use and consult your physician before resuming gameplay if you or your child experience any of the following health problems or symptoms:

- dizziness
- altered vision
- eye or muscle twitches
- loss of awareness
- disorientation
- seizures
- any involuntary movement or convulsion

RESUME GAMEPLAY ONLY ON APPROVAL OF YOUR PHYSICIAN.

Use and handling of video games to reduce the likelihood of a seizure

- Use in a well-lit area and keep as far away as possible from the television screen.
 - Avoid large screen televisions. Use the smallest television screen available.
 - Avoid prolonged use of the PlayStation®2 system. Take a 15-minute break during each hour of play.
 - Avoid playing when you are tired or need sleep.
-

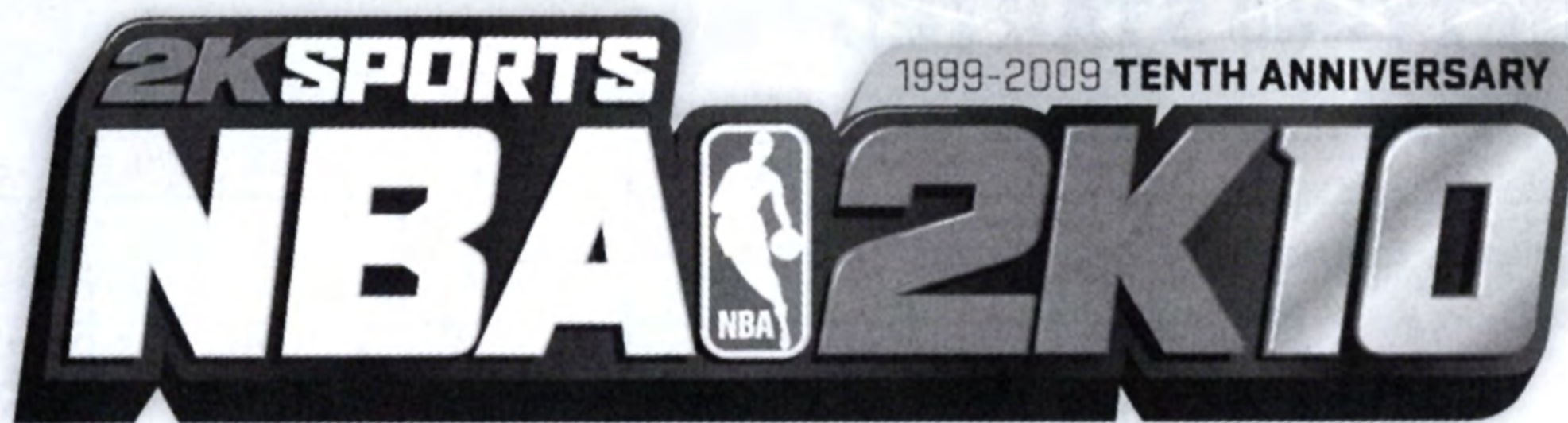
Stop using the system immediately if you experience any of the following symptoms: lightheadedness, nausea, or a sensation similar to motion sickness; discomfort or pain in the eyes, ears, hands, arms, or any other part of the body. If the condition persists, consult a doctor.

WARNING TO OWNERS OF PROJECTION TELEVISIONS:

Do not connect your PlayStation®2 system to a projection TV without first consulting the user manual for your projection TV, unless it is of the LCD type. Otherwise, it may permanently damage your TV screen.

HANDLING YOUR PLAYSTATION®2 FORMAT DISC:

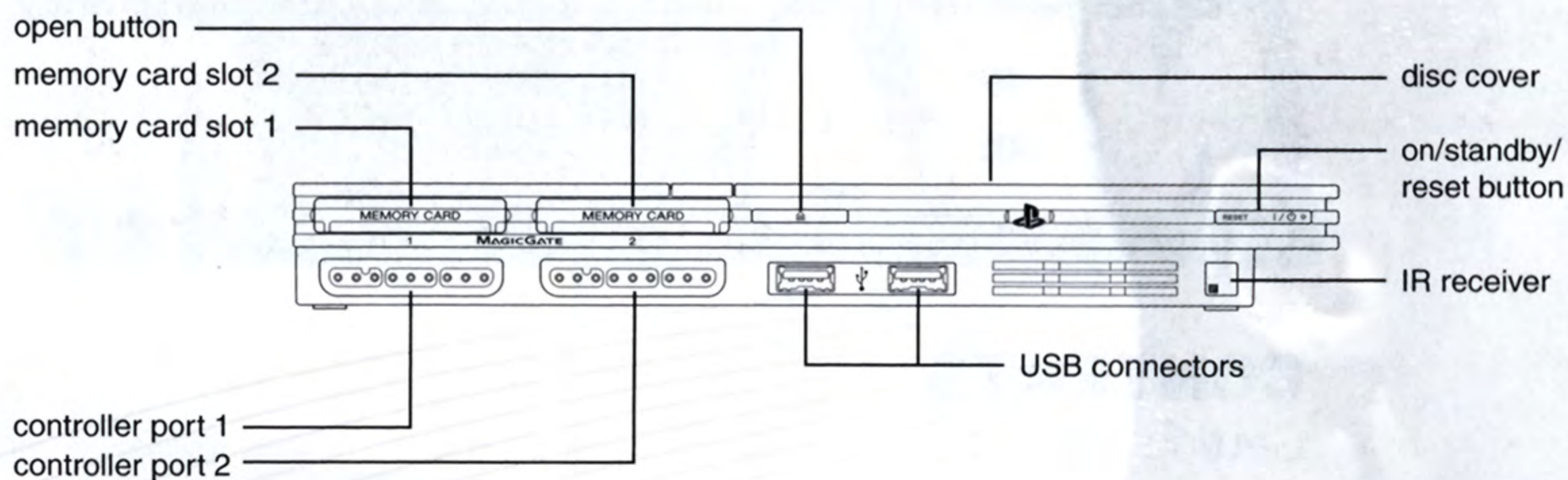
- This disc is intended for use only with PlayStation®2 consoles with the NTSC U/C designation.
- Do not bend it, crush it or submerge it in liquids.
- Do not leave it in direct sunlight or near a radiator or other source of heat.
- Be sure to take an occasional rest break during extended play.
- Keep this compact disc clean. Always hold the disc by the edges and keep it in its protective case when not in use. Clean the disc with a lint-free, soft, dry cloth, wiping in straight lines from center to outer edge. Never use solvents or abrasive cleaners.



CONTENTS

Getting Started	2
Controls	3
Main Menu	4
Game Modes	5
Features for NBA 2K10.....	5
Online.....	6
Pause Menu.....	8
Product Support.....	8
Limited Software Warranty; License Agreement, and Information Use Disclosures	9

GETTING STARTED



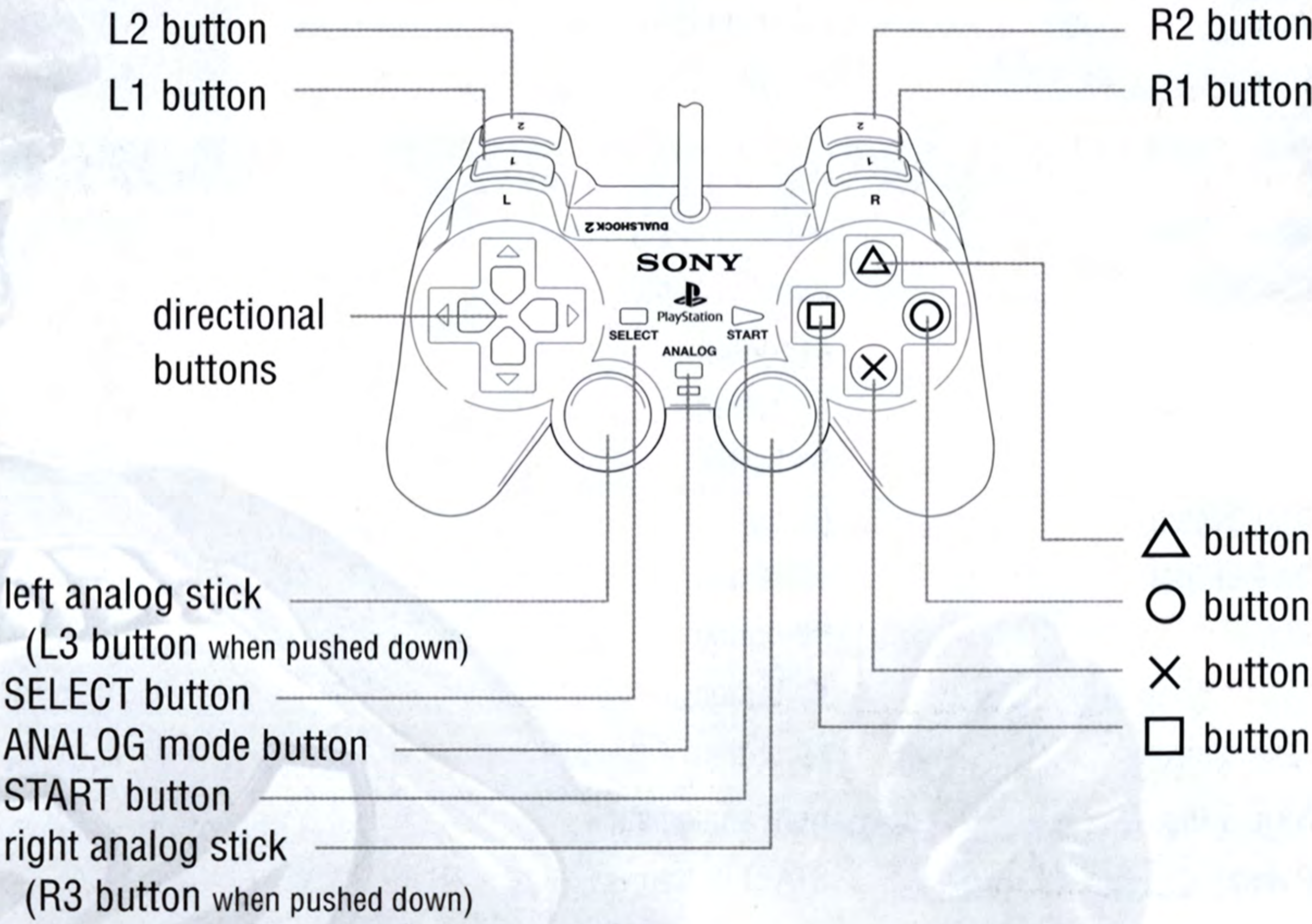
Set up your PlayStation®2 computer entertainment system according to the instructions supplied with your system. Check that the system is turned on (the on/standby indicator is green). Insert the NBA 2K10 disc in the system with the label side facing up. Attach game controllers and other peripherals as appropriate. Follow the on-screen instructions and refer to this manual for information on using the software.

Memory Card (8MB)(for PlayStation®2)

To save game settings and progress, insert a memory card (8MB)(for PlayStation®2) into MEMORY CARD slot 1 of your PlayStation®2 system. You can load saved game data from the same memory card or any memory card (8MB)(for PlayStation®2) containing previously saved games.

CONTROLS

DUALSHOCK®2 ANALOG CONTROLLER CONFIGURATIONS



MENU CONTROLS

Navigate Menus	left analog stick
Select Option	ⓧ button

GAME CONTROLS

OFFENSE	
Move Player	left analog stick
Coaching / Plays	directional buttons
Postup	L1 button
Dual Player	L2 button
Aggressive / Turbo	R1 button
Icon Switch	R2 button
Shoot	□ button
Hopstep	△ button

Pass	⊗ button
Lead Pass	⊙ button
Shot Stick	right analog stick
Call for Pick	R3 button
Pause	START button
Timeout	SELECT

DEFENSE	
Move player	left analog stick
Playset	directional buttons
Box Out	L1 button
Intentional Foul	L2 button
Sprint	R1 button
Icon Switch	R2 button
Double Team	⊞ button
Block	△ button
Player Swap	⊗ button
Take Charge	⊙ button
Strip & Rip	right analog stick
Pause	START button

MAIN MENU

Once the game loads, press the **START button** and select your Profile to reach the Main Menu.

Quick Game – Hop right into the action! Pick your team and head out to the court.

Game Modes – NBA 2K10's game modes include The Association, Season, Playoffs, Street, Tournament, Practice, and Situation.

Options – Manage your rosters, adjust your gameplay settings, configure presentation options, tweak the NBA rules you play by, and adjust the controller setup.

Features – Setup the VIP, 2K Beats, Arena Music, enter codes, and view the credits.

Load / Save – Load and save your profile, rosters, and rules.

Online – Play against people from around the world online, and get updated rosters.

NBA TRIVIA

Before each game starts, the game will ask you a trivia question as it loads. Test your knowledge of the NBA.

GAME MODES

The Association – The Association is your chance to control every aspect of the team. You are the General Manager, the Coach, and the players on the court. You are in charge of everything. Scout players, sign free agents, view the big board as you look to get college talent in the draft, hire coaches and assistants, and much more. You aren't limited to just one season. You are building a dynasty here!

Season – Season is just that, an NBA season. Select the length of your season and see if you can guide your team to the NBA Finals. Will your team be able to grab hold of the NBA Championship?

Playoffs – Skip the regular season and enter your team into the playoffs.

Street – Participate in full court, half court, one on one, and games of 21. Do you have what it takes to beat the best in the NBA in these special game modes?

Tournament – Set up a tournament for you and your friends. Select from 4 – 16 team tourneys, select a fantasy draft, adjust the quarter length, and the sim quarter length.

Practice – Practice your moves and hone your skills before you move onto the court for a real game.

Situation – Can you come back from being 8 points down with under 3 minutes left to play? Find out in situation mode. Adjust the score, who's got possession of the ball, how many timeouts, and more.

FEATURES FOR NBA 2K10

NBA 2K10 is raising the bar again with another Championship season. NBA 2K10, the #1 selling and #1 rated NBA videogame, set the standard for all basketball videogames, and NBA 2K10 surpasses that by delivering an even better basketball experience this year.

REDESIGNED TURBO MODE

Based upon a new energy model, gamers will enjoy a completely different gameplay experience where managing your players' energy is directly correlated to their in-game pace and Turbo expenditure. Now a player's stamina and energy will not only determine how fast they can run up the court on a fast break, but also for how long they can sustain it.

SIGNATURE PLAY

Signature Play pulls together all of NBA 2K's player Signature Styles and adds in all-new Signature Tendencies and facial expressions for an unbelievably realistic NBA experience.

UPDATED ROSTERS

Capitalize on the latest off-season's big trades, free agency moves, IR placements, and ratings adjustments.

DEEPER ASSOCIATION

NBA 2K's super-deep franchise mode gets deeper with the addition of a slick NBA.com interface, development drills, player ambitions, and more.

2K SPORTS ONLINE PLAY

Take your game online and go head-to-head, participate in leagues, and compete in tournaments with other players through broadband connectivity.

ONLINE

Put your skills to the ultimate test by signing Online and challenging opponents all over the country! Note that you must have room on your memory card (8MB) (for PlayStation®2) for Your Network Configuration File (94KB). Once you connect Online you'll be shown a menu with the following options:

Please note that all described online features are scheduled to be available until **November 2010**, though we reserve the right to modify or discontinue online features on 30 days notice. Check **www.2ksports.com/serverstatus** for details.

QUICK MATCH

This is the quickest way to find a game, and allows you to search for ranked matches. The **⊙ button** will return you to the main Online menu. Once a match has been found, you will be brought to the Team Setup screen, which functions the same as it does in Exhibition (select your team, uniforms, etc.)

LOBBIES

Choose from Beginner, Advanced, or the Street Lobby to meet up with friends, scout opponents, and find the match you want. Press the **⊗ button** to send a challenge and press Up / Down on the **right analog stick** to view challenges. The **⊙ button** will return you to the main Online menu. Once you accept a challenge, or your challenge is accepted you will be brought to the Team Setup screen, which functions the same as it does in Exhibition (select your team, uniforms, etc.).

LEADERBOARDS

View the stats leaders of everyone Online! Use the **L2 button** and **R2 button** to scroll the pages UP and DOWN, and press the **○ button** to go back to the main Online menu.

FRIENDS

Choose this option to view your friends list. Highlight any of your friends with UP or DOWN on the **left analog stick**, and press the **ⓧ button** to bring up a list of options for that friend. Options include inviting to a game, sending/receiving messages, and removing or blocking people on your friends list.

DOWNLOADABLE CONTENT

Occasionally, updated rosters will be available for download to reflect changes that happen to teams during the basketball season, and those rosters can be downloaded here. Press the **ⓧ button** to see a list of available downloads, and the **○ button** to go back to the main Online menu.

NOTE: If you experience difficulty joining an online game in NBA and are using an Internet sharing device (e.g. broadband router or firewall) you may need to enable Port Forwarding (sometimes called Virtual Server) on the device. Please refer to the manual that came with your Internet sharing device for specific setup instructions. You will need to forward both UDP and TCP port to the IP address assigned to your PLAYSTATION®2 console. This may require changing your network settings from an "Automatic" IP address (DHCP) to a "Manual" IP address. NBA 2K10 includes a Network Configuration GUI for setting up and modifying these files. If you continue to experience difficulty joining online games, try bypassing your Internet sharing device by connecting your PLAYSTATION®2 console directly to your DSL or cable modem. In this case, you may need to reconfigure your Network Configuration before your PLAYSTATION®2 console will connect to the Internet.

PAUSE MENU

Access the Pause Menu to alter your game options or to take a quick break. Press **START** at any time in the game to access the Pause menu. Note, only the user in possession of the ball may pause the game. Press the **⊗ button** to select any option.

Resume – Head back to the action.

Replay – See your amazing dunk, behind the back pass, or steal again and again via the Replay system.

Coaching – Customize your team's strategy.

Timeout – Call a timeout and regroup.

Options – Adjust the game options.

Quit – Exit the game

PRODUCT SUPPORT

WWW.2KSPORTS.COM/INFO/CONTACT

US SUPPORT

Phone: 1-866-219-9839

Email: techsupport@2ksports.com

CANADIAN SUPPORT

Phone: 1-800-638-0127

Email: canada@take2support.com

LIMITED SOFTWARE WARRANTY; LICENSE AGREEMENT, AND INFORMATION USE DISCLOSURES

This document may be updated from time to time and the current version will be posted at www.take2games.com/eula. Your continued use of this Software 30 days after a revised version has been posted constitutes acceptance by you of its terms.

YOUR USE OF THE SOFTWARE IS SUBJECT TO THIS LIMITED SOFTWARE WARRANTY AND LICENSE AGREEMENT (THE "AGREEMENT") AND THE TERMS SET FORTH BELOW. THE "SOFTWARE" INCLUDES ALL SOFTWARE INCLUDED WITH THIS AGREEMENT, THE ACCOMPANYING MANUAL(S), PACKAGING AND OTHER WRITTEN, FILES, ELECTRONIC OR ON-LINE MATERIALS OR DOCUMENTATION, AND ANY AND ALL COPIES OF SUCH SOFTWARE AND ITS MATERIALS. BY OPENING THE SOFTWARE, INSTALLING, AND/OR USING THE SOFTWARE AND ANY OTHER MATERIALS INCLUDED WITH THE SOFTWARE, YOU HEREBY ACCEPT THE TERMS OF THIS AGREEMENT WITH TAKE-TWO INTERACTIVE SOFTWARE, INC. ("LICENSOR").

I. LICENSE

LICENSE. Subject to this Agreement and its terms and conditions, Licensor hereby grants you the nonexclusive, non-transferable, limited right and license to use one copy of the Software for your personal non-commercial use for gameplay on a single computer or gaming unit, unless otherwise specified in the Software documentation. Your acquired rights are subject to your compliance with this Agreement. The term of your license under this Agreement shall commence on the date that you install or otherwise use the Software and ends on the earlier date of either your disposal of the Software or Licensor's termination of this Agreement. Your license terminates immediately if you attempt to circumvent any technical protection measures used in connection with the Software. The Software is being licensed to you and you hereby acknowledge that no title or ownership in the Software is being transferred or assigned and this Agreement should not be construed as a sale of any rights in the Software. All rights not specifically granted under this Agreement are reserved by Licensor and, as applicable, its licensors.

OWNERSHIP. Licensor retains all right, title and interest to the Software, including, but not limited to, all copyrights, trademarks, trade secrets, trade names, proprietary rights, patents, titles, computer codes, audiovisual effects, themes, characters, character names, stories, dialog, settings, artwork, sounds effects, musical works, and moral rights. The Software is protected by United States copyright and trademark law and applicable laws and treaties throughout the world. The Software may not be copied, reproduced or distributed in any manner or medium, in whole or in part, without prior written consent from Licensor. Any persons copying, reproducing or distributing all or any portion of the Software in any manner or medium, will be willfully violating the copyright laws and may be subject to civil and criminal penalties in the US or their local country. Be advised that US Copyright violations are subject to statutory penalties of up to \$150,000 per violation. The Software contains certain licensed materials and Licensor's licensors may also protect their rights in the event of any violation of this Agreement. All rights not expressly granted to you herein are reserved by the Licensor.

LICENSE CONDITIONS. You agree not to:

- (a) Commercially exploit the Software;
- (b) Distribute, lease, license, sell, rent or otherwise transfer or assign the Software, or any copies of the Software, without the express prior written consent of Licensor or as set forth in this Agreement;
- (c) Make a copy of the Software or any part thereof (other than as set forth herein);
- (d) Making a copy of this Software available on a network for use or download by multiple users;

- (e) Except as otherwise specifically provided by the Software or this Agreement, use or install the Software (or permit others to do same) on a network, for on-line use, or on more than one computer or gaming unit at the same time;
- (f) Copy the Software onto a hard drive or other storage device in order to bypass the requirement to run the Software from the included CD-ROM or DVD-ROM (this prohibition does not apply to copies in whole or in part that may be made by the Software itself during installation in order to run more efficiently);
- (g) use or copy the Software at a computer gaming center or any other location-based site; provided, that Licensor may offer you a separate site license agreement to make the Software available for commercial use;
- (h) Reverse engineer, decompile, disassemble, prepare derivative works based on or otherwise modify the Software, in whole or in part;
- (i) Remove or modify any proprietary notices, marks or labels contained on or within the Software; and
- (j) transport, export or re-export (directly or indirectly) into any country forbidden to receive such Software by any U.S. export laws or accompanying regulations or otherwise violate such laws or regulations, that may be amended from time to time.

However, you may transfer the entire Software and accompanying documentation on a permanent basis to another person as long as you retain no copies (including archival or backup copies) of the Software, accompanying documentation, or any portion or component of the Software accompanying documentation, and the recipient agrees to the terms of this Agreement. The Software is intended for private use only.

TECHNICAL PROTECTIONS. The Software may include measures to control access to the Software, prevent unauthorized copies, or otherwise attempt to prevent anyone from exceeding the limited rights and licenses granted under this Agreement. If the Software permits access to additional online features, only one copy of the Software may access those features at one time (unless otherwise provided in the Software documentation). Additional terms and registration may be required to access online services and to download Software updates and patches. Only Software subject to a valid license can be used to access online services, and download updates and patches. You may not interfere with such access control measures or attempt to disable or circumvent such security features. If you disable or otherwise tamper with the technical protection measures, the Software will not function properly.

USER CREATED CONTENT: The Software may allow you to create content, including but not limited to a gameplay map, a scenario, screenshot of a car design or a video of your game play. In exchange for use of the Software, and to the extent that your contributions through use of the Software give rise to any copyright interest, you hereby grant Licensor an exclusive, perpetual, irrevocable, fully transferable and sub-licensable worldwide right and license to use your contributions in any way and for any purpose in connection with the Software and related goods and services, including the rights to reproduce, copy, adapt, modify, perform, display, publish, broadcast, transmit, or otherwise communicate to the public by any means whether now known or unknown and distribute your contributions without any further notice or compensation to you of any kind for the whole duration of protection granted to intellectual property rights by applicable laws and international conventions. You hereby waive any moral rights of paternity, publication, reputation, or attribution with respect to Licensor's and other players' use and enjoyment of such assets in connection with the Software and related goods and services under applicable law. This license grant to Licensor, and the above waiver of any applicable moral rights, survives any termination of this License.

INTERNET CONNECTION. The Software may require an internet connection to access internet-based features, authenticate the Software, or perform other functions. In order for certain features of the Software to operate properly, you may be required to have and maintain (a) an adequate internet connection and/or (b) a valid and active account with an online service as set forth in the Software documentation, including but not limited to Windows Live, Licensor or a

Licensors affiliate. If you do not maintain such accounts, then certain features of the Software may not operate or may cease to function properly, either in whole or in part.

II. INFORMATION COLLECTION & USAGE.

By installing and using this software, you consent to these information collection and usage terms, including (where applicable) transfer of data to Licensors and affiliated companies into a country outside of the European Union and the European Economic Area. If you connect to the Internet when using the Software, either through PlayStation®Network, or any other method, Licensors may receive information from hardware manufacturers or platform hosts (such as Sony) and may automatically collect certain information from your computer or gaming unit. This information may include, but is not limited to, user IDs (such as gamer tags and screen names), game scores, game achievements, game performance, locations visited, buddylists, hardware MAC address, internet protocol address, and your usage of various game features. All information collected by Licensors is intended to be anonymous information that does not disclose your identity or constitute personal information, however, if you include personal information (such as your real name) in your user ID, then such personal information will automatically be transmitted to Licensors and used as described herein.

The information collected by Licensors may be posted by Licensors on publicly-accessible web sites, shared with hardware manufacturers, shared with platform hosts, shared with Licensors's marketing partners or used by Licensors for any other lawful purpose. By using this Software you consent to the Licensors's use of related data, including public display of your data such as identification of your user created content or displaying your scores, ranking, achievements and other gameplay data. If you do not want your information shared in this manner, then you should not use the Software.

III. WARRANTY

LIMITED WARRANTY: Licensors warrants to you (if you are the initial and original purchaser of the Software) that the original storage medium holding the Software is free from defects in material and workmanship under normal use and service for 90 days from the date of purchase. Licensors warrants to you that this Software is compatible with a personal computer meeting the minimum system requirements listed in the Software documentation or that it has been certified by the gaming unit producer as compatible with the gaming unit for which it has been published, however, due to variations in hardware, software, internet connections and individual usage, Licensors does not warrant the performance of this Software on your specific computer or gaming unit. Licensors does not warrant against interference with your enjoyment of the Software; that the Software will meet your requirements; that operation of the Software will be uninterrupted or error-free, or that the Software will be compatible with third party software or hardware or that any errors in the Software will be corrected. No oral or written advice provided by Licensors or any authorized representative shall create a warranty. Because some jurisdictions do not allow the exclusion of or limitations on implied warranties or the limitations on the applicable statutory rights of a consumer, some or all of the above exclusions and limitations may not apply to you.

If for any reason you find a defect in the storage medium or Software during the warranty period, Licensors agrees to replace, free of charge, any Software discovered to be defective within the warranty period as long as the Software is currently being manufactured by Licensors. If the Software is no longer available, Licensors retains the right to substitute a similar piece of Software of equal or greater value. This warranty is limited to the storage medium and the Software as originally provided by Licensors and is not applicable to normal wear and tear. This warranty shall not be applicable and shall be void if the defect has arisen through abuse, mistreatment, or neglect. Any implied warranties prescribed by statute are expressly limited to the 90-day period described above.

Except as set forth above, this warranty is in lieu of all other warranties, whether oral or written, express or implied, including any other warranty of merchantability, fitness for a particular purpose or non-infringement, and no other representations or warranties of any kind shall be binding on Licensors.

When returning the Software subject to the limited warranty above, please send the original Software only to the Licensor address specified below and include: your name and return address; a photocopy of your dated sales receipt; and a brief note describing the defect and the system on which you are running the Software.

IN NO EVENT WILL LICENSOR BE LIABLE FOR SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES RESULTING FROM POSSESSION, USE OR MALFUNCTION OF THE SOFTWARE, INCLUDING BUT NOT LIMITED TO, DAMAGES TO PROPERTY, LOSS OF GOODWILL, COMPUTER FAILURE OR MALFUNCTION AND, TO THE EXTENT PERMITTED BY LAW, DAMAGES FOR PERSONAL INJURIES, PROPERTY DAMAGE, LOST PROFITS OR PUNITIVE DAMAGES FROM ANY CAUSES OF ACTION ARISING OUT OF OR RELATED TO THIS AGREEMENT OR THE SOFTWARE, WHETHER ARISING IN TORT (INCLUDING NEGLIGENCE), CONTRACT, STRICT LIABILITY OR OTHERWISE, WHETHER OR NOT LICENSOR HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT SHALL LICENSOR'S LIABILITY FOR ALL DAMAGES (EXCEPT AS REQUIRED BY APPLICABLE LAW) EXCEED THE ACTUAL PRICE PAID BY YOU FOR USE OF THE SOFTWARE.

BECAUSE SOME STATES/COUNTRIES DO NOT ALLOW LIMITATIONS ON HOW LONG AN IMPLIED WARRANTY LASTS AND/OR THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, THE ABOVE LIMITATIONS AND/OR EXCLUSION OR LIMITATION OF LIABILITY MAY NOT APPLY TO YOU. THIS WARRANTY SHALL NOT BE APPLICABLE SOLELY TO THE EXTENT THAT ANY SPECIFIC PROVISION OF THIS WARRANTY IS PROHIBITED BY ANY FEDERAL, STATE, OR MUNICIPAL LAW, WHICH CANNOT BE PRE-EMPTED. THIS WARRANTY GIVES YOU SPECIFIC LEGAL RIGHTS, AND YOU MAY HAVE OTHER RIGHTS THAT VARY FROM JURISDICTION TO JURISDICTION.

TERMINATION: This Agreement will terminate automatically if you fail to comply with its terms and conditions. In such event, you must destroy all copies of the Software and all of its component parts. You can also end this Agreement by destroying the Software and all copies and reproductions of the Software and deleting and permanently purging the Software from any client server or computer on which it has been installed.

U.S. GOVERNMENT RESTRICTED RIGHTS: The Software and documentation have been developed entirely at private expense and are provided as "Commercial Computer Software" or "restricted computer software." Use, duplication or disclosure by the U.S. Government or a U.S. Government subcontractor is subject to the restrictions set forth in subparagraph (c)(1)(ii) of the Rights in Technical Data and Computer Software clauses in DFARS 252.227-7013 or as set forth in subparagraph (c)(1) and (2) of the Commercial Computer Software Restricted Rights clauses at FAR 52.227-19, as applicable. The Contractor/ Manufacturer is the Licensor at the location listed below.

EQUITABLE REMEDIES: You hereby agree that if the terms of this Agreement are not specifically enforced, Licensor will be irreparably damaged, and therefore you agree that Licensor shall be entitled, without bond, other security, proof of damages, to appropriate equitable remedies with respect any of this Agreement, in addition to any other available remedies.

INDEMNITY: You agree to indemnify, defend and hold Licensor, its partners, licensors, affiliates, contractors, officers, directors, employees and agents harmless from all damages, losses and expenses arising directly or indirectly from your acts and omissions to act in using the Software pursuant to the terms of the Agreement.

MISCELLANEOUS: This Agreement represents the complete agreement concerning this license between the parties and supersedes all prior agreements and representations between them. It may be amended only by a writing executed by both parties. If any provision of this Agreement is held to be unenforceable for any reason, such provision shall be reformed only to the extent necessary to make it enforceable and the remaining provisions of this Agreement shall not be affected.

GOVERNING LAW. This Agreement shall be construed (without regard to conflicts or choice of law principles) under the laws of the State of New York, as such law is applied to agreements

between New York residents entered into and to be performed within New York, except as governed by federal law. Unless expressly waived by Licensor in writing for the particular instance or contrary to local law, the sole and exclusive jurisdiction and venue for actions related to the subject matter hereof shall be the state and federal courts located in Licensor's principal corporate place of business (New York County, New York, U.S.A.). Both parties consent to the jurisdiction of such courts and agree that process may be served in the manner provided herein for giving of notices or otherwise as allowed by New York state or federal law. The parties agree that the UN Convention on Contracts for the International Sale of Goods (Vienna, 1980) shall not apply to this Agreement or to any dispute or transaction arising out of this Agreement.

IF YOU HAVE ANY QUESTIONS CONCERNING THIS LICENSE, YOU MAY CONTACT IN WRITING TAKE-TWO INTERACTIVE SOFTWARE, INC. 622 BROADWAY, NEW YORK, NY 10012.

©2009 Take-Two Interactive Software and its subsidiaries. All rights reserved. 2K Sports, the 2K Sports Logo, Take-Two Interactive software are all trademarks and/or registered trademarks of Take-Two Interactive Software, Inc. All other marks and trademarks are the property of their respective owners. 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. "PlayStation", "PLAYSTATION", and "PS" Family Logo are registered trademarks of Sony Computer Entertainment Inc.

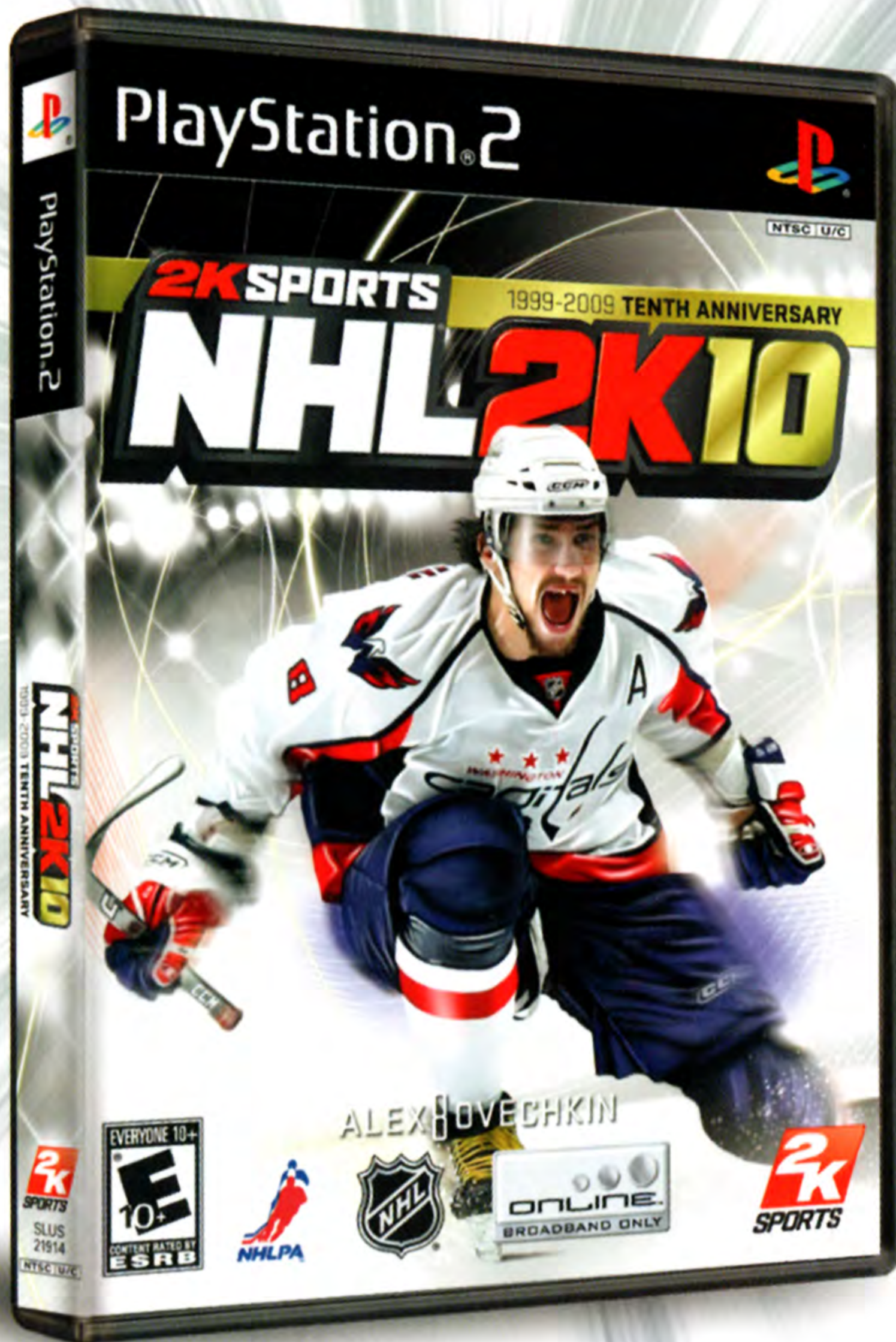
Online access requires broadband internet service and a wireless access point or LAN. Certain limitations apply to Wi-Fi connectivity. User responsible for internet service fees.

This Software uses "DNAS" (Dynamic Network Authentication System), a proprietary authentication system created by Sony Computer Entertainment, Inc. ("SCEI"). "DNAS" retrieves information about a user's hardware and software for authentication, copy protection, account blocking, system rules, or game management and other purposes. The information collected does not identify the user personally and will not be shared with any non-SCE company. A Publisher can combine this information with personally identifying information from Publisher's records if the user provides the personally identifying information. Before providing any personal information to a Publisher, please be sure to review the Publisher's privacy policy and terms and conditions of use. Do not provide personally identifying information to a Publisher unless you accept the conditions of use and terms of their privacy policy. SCEI, Sony Computer Entertainment America ("SCEA") and their affiliates cannot guarantee the continuous operation of the "DNAS" servers. SCEA shall not be liable for any delay or failure of the "DNAS" servers to perform. If you receive a message during login identifying a "DNAS" authentication error, please contact SCEA Consumer Services at 1-866- 466-5333. For additional information concerning "DNAS", visit www.us.playstation.com/DNAS. In the event of a systems incompatibility or inoperability with DNAS, the sole liability of SCEI, SCEA and their affiliates shall be limited to the repair or replacement of the user's affected game software, console, or peripherals at the option of SCEA. SCEA, its parents, affiliates, or licensed Publishers shall not be liable for any delays, system failures, authentication failures, or system outages, which may, from time to time, affect online game play or access thereto. RSA BSAFE® SSL-C and Crypto-C software from RSA Security Inc. have been installed. RSA is a registered trademark of RSA Security Inc. BSAFE is a registered trademark of RSA Security Inc. in the United States and other countries. RSA Security Inc. All rights reserved. All Trademarks are the property of their respective owners.

For soundtrack, artist and label information please visit: www.2ksports.com/games/nba2K10/

AVAILABLE NOW

www.2ksports.com



PlayStation®



PlayStation Network



* According to 2008-09 Gamerankings.com and NPD data.

Developed by Visual Concepts. © 2005-2009 Take-Two Interactive Software and its subsidiaries. All rights reserved. 2K Sports, the 2K Sports logo, and Take-Two Interactive Software are all trademarks and/or registered trademarks of Take-Two Interactive Software, Inc. NHL and the NHL Shield are registered trademarks of the National Hockey League. All NHL logos and marks and team logos and marks depicted herein are the property of the NHL and the respective teams and may not be reproduced without prior written consent of NHL Enterprises, L.P. © 2009. All rights reserved. ©NHLPA. NHL 2K10 is an Officially Licensed Product of the NHLPA. NHLPA, National Hockey League Players' Association and the NHLPA Logo are trademarks of the NHLPA and are used under license by 2K Sports. The ratings icon is a registered trademark of the Entertainment Software Association. "PlayStation" and the "PS" Family logo are registered trademarks of Sony Computer Entertainment America Inc. The PlayStation Network Logo is a service mark of Sony Computer Entertainment Inc. The ratings icon is a registered trademark of the Entertainment Software Association. All other trademarks are property of their respective owners.