

Take-Two lands Michael Jordan for NBA video game

June 2 2010, By BARBARA ORTUTAY , AP Technology Writer

(AP) -- Basketball superstar Michael Jordan will help develop the upcoming "NBA 2K11" video game and will be on its cover.

That's a departure from a typical cover deal with athletes, according to Jason Argent, vice president of marketing at Take-Two Interactive Software Inc.'s 2K Sports, which is publishing the game.

Typically, the game maker simply hands over a check. Argent said Jordan will work closely with the game's developers, right down to such details as whether a character's elbow in the game is at the correct angle for a shot. Players will be able to play Jordan's character to vicariously slam-dunk their way to victory from the comfort of their couch.

The company provided little information about how the game will look and would not disclose financial details about the deal with Jordan.

The game will go on sale Oct. 5.

The last [basketball](#) cover athlete for 2K's NBA game was Kobe Bryant.

Video game deals are lucrative for top athletes. [Tiger Woods](#) is among the best-known sports figures with an ongoing game deal with Take-Two rival [Electronic Arts](#) Inc.

EA is also launching an NBA game in the fall. The company said Wednesday the game will be called "NBA Elite 11," a name change for

EA's long-running "NBA Live" franchise.

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