

## **NBA 2K Unveils Groundbreaking New Way to Play NBA 2K18 Your Way with The Neighborhood**

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*Live the life of a baller in a completely immersive and interactive basketball community*

NEW YORK--(BUSINESS WIRE)--Aug. 31, 2017-- **2K** today unveiled the evolution of the **NBA 2K** franchise with the introduction of the first live world inside **NBA 2K18**. The team is bringing the most loved elements of **NBA 2K** – MyPARK, Pro-Am and the popular MyCAREER experience – together into a shared world for players to truly experience the life of an NBA athlete, both on the court and off.

“We’ve elevated the **NBA 2K** experience to new heights by putting players at the center of a fully-immersive basketball environment to explore, socialize, and most importantly compete,” said Greg Thomas, President of Visual Concepts. We can’t wait to see what this means for the future of the brand, and for fans to get their hands on **NBA 2K18** starting September 15<sup>th</sup>.”

The Neighborhood is unlike anything ever seen in **NBA 2K** or any other sports career mode before. MyPLAYERS live in a neighborhood environment with several locations in the city blocks to visit, flush with other MyPLAYERS and characters with whom to interact. Experiences and ratings revolve around player actions, whether it’s running into Kyrie Irving while getting a shave at the barbershop, competing on the courts in The Playground, getting inked at the tattoo parlor, listening to the latest beats or showing off the latest gear to friends while strolling the block. A user’s experience is entirely shaped by how they compete, allowing them to reap the rewards of playing **NBA 2K18** the way they enjoy it most.

**NBA 2K18** is also introducing the Road to 99, the overarching meta-game that rewards users for improving their MyPLAYER’s overall rating, regardless of which modes they choose to play. Featuring a unified badge system across Pro-Am, Park and their NBA journey in MyCAREER, their attributes, animations and badges all combine to define their play style on your road to a 99 overall rating.

As previously announced, on September 8, fans can get an early taste of **NBA 2K18** with this year’s version of “The Prelude,” a free, downloadable experience that begins their journey into The Neighborhood available on PlayStation®4 and Xbox One. Players can kick-off their **NBA 2K18** experience prior to the game’s launch and continue where they left off when the game officially releases one week later.

Developed by Visual Concepts, **NBA 2K18** is rated by the E10+ by the ESRB. **NBA 2K18** will be available for PlayStation®4 system and PlayStation®3 computer entertainment system, Xbox One and Xbox 360; Nintendo Switch and Windows PC platforms on September 19, 2017.

Fans can pre-order **NBA 2K18** at participating North American retail and online vendors, ensuring they receive their copy and in-game bonuses ahead of the game’s September 19<sup>th</sup> release date.

Follow [@NBA2K](#) on [social media](#) for the latest **NBA 2K18** news.

2K is a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO).

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### **About Take-Two Interactive Software**

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, publisher and marketer of interactive entertainment for consumers around the globe. The Company develops and publishes products principally through its two wholly-owned labels Rockstar Games and 2K. Our products are designed for console systems and

personal computers, including smartphones and tablets, and are delivered through physical retail, digital download, online platforms and cloud streaming services. 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 <http://www.take2games.com>.

## **About 2K**

Founded in 2005, 2K develops and publishes interactive entertainment globally for console systems, handheld gaming systems and personal computers, including smartphones and tablets, which are delivered through physical retail, digital download, online platforms and cloud streaming services. 2K publishes titles in today's most popular gaming genres, including shooters, action, role-playing, strategy, sports, casual, and family entertainment. The 2K label has some of the most talented development studios in the world today, including Firaxis Games, Visual Concepts, Hangar 13, Cat Daddy Games and 2K China. 2K's stable of high quality titles includes the critically acclaimed BioShock®, Borderlands™, and XCOM® franchises, the beloved Sid Meier's Civilization series, the innovative Evolve™, the popular WWE 2K franchise and NBA 2K, the #1 rated and #1 selling basketball franchise\*. 2K is headquartered in Novato, California and is a wholly owned label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO). For more information, please visit [www.2k.com](http://www.2k.com).

\*According to 2008 - 2017 [Metacritic.com](http://www.metacritic.com) and The NPD Group estimates of U.S. retail video game sales through July 2017.

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