

## Tune In and Turn Up with NBA® 2K17's Park After Dark Music Series

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*Future, Snoop Dogg, DJ Premier and more to headline innovative in-game performances*

NEW YORK--(BUSINESS WIRE)--Nov. 18, 2016-- **2K** today announced that **NBA® 2K17**, the latest iteration of the top-selling and top-rated NBA video game simulation series,\* will kick off an in-game music series dubbed Park After Dark tipping off on November 26, 2016. Park After Dark will transform **NBA 2K17**'s MyPARK mode into a high-energy music destination with special performances from music icons, including Future, Snoop Dogg AKA "DJ SNOOPADELIC", DJ Premier and more to be announced. These one-of-a-kind performances are open to anyone with **NBA 2K17** on PlayStation®4 computer entertainment system, Xbox One and Windows PC.

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"As the world's greatest **NBA 2K17** player, it's only right that I get to Snoopify the Park After Dark," said Hip-Hop legend Snoop Dogg, who DJ'S under the name "DJ SNOOPADELIC," and was recently scanned into **NBA 2K17** for the appearance. "I'm going to set off the park with a SNOOPADELIC set that's going to have house parties around the globe JUMPING OFF."

Park After Dark will feature an eclectic nighttime setting reminiscent of today's biggest music festivals, complete with a center stage for the performance featuring a superstar avatar, glowing décor and MyPLAYER apparel, and light shows to make this the most lit **NBA 2K** experience ever. Players who attend can compete in traditional MyPARK games while they soak in the ambiance or opt for exclusive

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Park After Dark 3Pt Shoot-Out and Dunk Show-off challenges.

"Music is such a big part of the **NBA 2K** franchise and greater basketball culture, so taking such an innovative approach demonstrates our commitment to evolving the game into a destination for more than just hoops," said Alfie Brody, VP of Marketing for **NBA 2K**. "Park After Dark is something we hope further connects our community and elevates their **NBA 2K17** experience."

The **NBA 2K17 Standard Edition** is now available in both digital and physical formats for \$59.99 on Xbox One, Xbox 360, PlayStation®4 and PlayStation®3 computer entertainment systems, and Windows PC platforms. The **NBA 2K17 Kobe Bryant Legend Edition** is also available in digital and physical formats for \$79.99 on Xbox One and PlayStation®4 system. Also available is the **NBA 2K17 Kobe Bryant Legend Edition Gold** offering fans the ultimate value at \$99.99 with all of the regular **NBA 2K17 Legend Edition** contents plus bonus items.

Developed by Visual Concepts, **NBA 2K17** is rated E for Everyone by the ESRB.

Follow [@NBA2K](#) on [social media](#) and look for the hashtag [#ThisIsNotAGame](#) for the latest *NBA 2K17* news.

*\*According to 2008 - 2016 [Metacritic.com](#) and The NPD Group estimates of U.S. retail video game sales through October 2016.*

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 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, and Cat Daddy Games. 2K's stable of high quality titles includes the critically acclaimed BioShock®, Borderlands™, Mafia, and XCOM® franchises, the beloved Sid Meier's Civilization series, Evolve™, Battleborn®, the popular WWE 2K franchise and NBA 2K, the highest rated\* annual sports title of this console generation.

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 - 2016 [Metacritic.com](#)*

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the date they are made. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

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Source: Take-Two Interactive

**2K**

Ryan Peters, 415-507-7607

[ryan.peters@2k.com](mailto:ryan.peters@2k.com)

or

**Access Emanate for 2K**

Kim Taylor, 415-844-6289

[ktaylor@access-emanate.com](mailto:ktaylor@access-emanate.com)

or

**Take-Two Interactive Software, Inc.**

Alan Lewis, 646-536-2983

Corporate Press

[alan.lewis@take2games.com](mailto:alan.lewis@take2games.com)