

2K Announces WWE® 2K18 Collector's Edition Inspired by Unparalleled 15-Year Career of John Cena®

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WWE Superstar honored through limited worldwide offering, including an exclusive action figure, unique hand-signed item, robust digital content and more

NEW YORK--(BUSINESS WIRE)--Jul. 27, 2017-- 2K today announced plans for the *Cena (Nuff) Edition* of [WWE® 2K18](#), the forthcoming release in the flagship WWE video game franchise. Packed with an impressive collection of exclusive memorabilia and digital content, the offering will celebrate the 15-year career of WWE Superstar John Cena® while paying homage to his distinct position as WWE's most frequently cheered – and frequently booed – personality. Limited to 30,000 copies worldwide, the *WWE 2K18 Cena (Nuff) Edition* will be available exclusively for the PlayStation®4 computer entertainment system and Xbox One at participating retailers for a suggested retail price of \$149.99.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170727005180/en/>



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action figure featuring *Cena* and *Cena (Nuff)* T-shirt options;

- Fanatics Limited Edition Commemorative Plaque with a piece of the ring mat from his 16th WWE Championship at Royal Rumble® earlier this year, as well as a hand-signed photo from John Cena;
- *WWE SuperCard* limited edition in-game cards featuring John Cena, Batista and Rob Van Dam, as well as a *Cena (Nuff)* card back.

“Whether you love him or love to hate him, there is no denying the hustle, dedication and impact of a guy like John Cena,” said Chris Snyder, Vice President of Marketing at 2K. “There will never be anyone else like him – a testament to his character and our *Be Like No One* campaign – and it makes him the perfect fit to honor with a fun, yet memorable collector's edition that's a must-have for any WWE fan.”

Players who purchase the *WWE 2K18 Collector's Edition* at participating retailers will receive *Early Access* to their game copies and in-game bonuses beginning four days early on Friday, October 13, 2017 for the PS4™ system and Xbox One. In addition, players who purchase the *WWE 2K18 Deluxe Edition*, available in both physical and digital varieties at

The *WWE 2K18 Cena (Nuff) Edition* will include:

- Copy of *WWE 2K18 Deluxe Edition* video game, which includes the following items:
 - *WWE 2K18* Season Pass digital content (details announced this fall);
 - Playable WWE Legends and John Cena Rivals: Batista and Rob Van Dam;
 - Playable John Cena Characters: ECW® One Night Stand (2006) and WrestleMania® 26 (2010);
 - Kurt Angle Pack: Access to WWE “American Hero” (2001) and ECW “Wrestling Machine” (2006) playable characters;
- Exclusive premium packaging, including a unique cover sleeve;
- Exclusive Mattel John Cena / Cena Nuff

participating retailers, will also receive **Early Access** to their game copies and in-game bonuses – including all **Cena (Nuff) Edition** digital content – beginning four days early on Friday, October 13, 2017 for the PS4™ system and Xbox One.

Developed collaboratively by Yuke's and Visual Concepts, a 2K studio, **WWE 2K18** is not yet rated by the ESRB. **WWE 2K18** is currently scheduled for worldwide release on October 17, 2017 for the PS4™ system and Xbox One, as well as in Fall 2017 for Nintendo Switch™. For more information on **WWE 2K18** and 2K, visit wwe.2k.com, become a fan on [Facebook](https://www.facebook.com/wwe2k18), follow the game on [Twitter](https://twitter.com/wwe2k18) and [Instagram](https://www.instagram.com/wwe2k18) using the hashtags #WWE2K18 and #BLN1 or subscribe on [YouTube](https://www.youtube.com/wwe2k18).

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

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About WWE

WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The Company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming reaches more than 650 million homes worldwide in 20 languages. *WWE Network*, the first-ever 24/7 over-the-top premium network that includes all live pay-per-views, scheduled programming and a massive video-on-demand library, is now available in almost all international markets other than the People's Republic of China and embargoed countries. The Company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

Additional information on WWE (NYSE: WWE) can be found at wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements: This press release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include, without limitation, risks relating to: *WWE Network* (including the risk that we are unable to attract, retain and renew subscribers); major distribution agreements; our need to continue to develop creative and entertaining programs and events; the possibility of a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including, without limitation, claims relating to CTE; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; privacy norms and regulations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our indebtedness; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares are eligible for

sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the relatively small public “float” of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company’s business, please refer to the “Management’s Discussion and Analysis of Financial Condition and Results of Operations” and “Risk Factors” sections of the Company’s SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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™, Mafia, and XCOM® franchises, the beloved Sid Meier’s Civilization series, Evolve™, Battleborn®, the popular WWE 2K franchise and NBA 2K, 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.

*According to 2008 - 2017 [Metacritic.com](http://www.metacritic.com)

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Cautionary Note Regarding Forward-Looking Statements

The statements contained herein which are not historical facts are considered forward-looking statements under federal securities laws and may be identified by words such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "potential," "predicts," "projects," "seeks," "should," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for the Company's future business and financial performance. Such forward-looking statements are based on the current beliefs of our management as well as assumptions made by and information currently available to them, which are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Actual outcomes and results may vary materially from these forward-looking statements based on a variety of risks and uncertainties including: our dependence on key management and product development personnel, our dependence on our *Grand Theft Auto* products and our ability to develop other hit titles, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, and risks associated with international operations. Other important factors and information are contained in the Company's most recent Annual Report on Form 10-K, including the risks summarized in the section entitled "Risk Factors," the Company's most recent

Quarterly Report on Form 10-Q, and the Company's other periodic filings with the SEC, which can be accessed at www.take2games.com. All forward-looking statements are qualified by these cautionary statements and apply only as of 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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