

They Will Know Your Name in NBA® 2K19: Now Available Worldwide

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This generation's highest-rated basketball series returns to celebrate 20 years of greatness

NEW YORK--(BUSINESS WIRE)--Sep. 11, 2018-- 2K is proud to announce that **NBA® 2K19** is now available to fans across the globe. Celebrating 20 years of redefining what sports gaming can be, from best-in-class graphics and gameplay to groundbreaking game modes and an immersive open-world "Neighborhood," **NBA 2K19** continues to push limits as it brings gaming one step closer to real-life basketball excitement and culture.

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"**NBA 2K19** represents the culmination of over two decades of development and innovation from the development team at Visual Concepts," said Greg Thomas, president of Visual Concepts. "It's exciting to be at the forefront of sports gaming by evolving the franchise year after year, and we can't wait for our community to experience it for themselves."

NBA 2K19 features improvements and additions to all aspects of the game, ranging from a more immersive MyCAREER, to a redesigned MyTEAM, to an increasingly dynamic Neighborhood, all of which are tied together by a soundtrack produced by one of the most talked about musical artists, Travis Scott. **NBA 2K19** promises to be developer Visual Concepts' most ambitious product to date, with the key aim to provide the most well-rounded basketball simulation experience possible.

NBA 2K19 delivers dynamic new features including:

- **Take Control with Takeover:** Harness your MyPLAYER's full basketball potential with the new Takeover feature. Unlock special moves and abilities never before seen on the court, or activate Team Takeover and unleash the power of your full squad.
- **Run the Neighborhood:** You won't want to miss a single day in the updated Neighborhood. Make a name for yourself on the court, at the Under Armour Cages, and during live events on the block. Ball until dawn with new day to night transitions, walk on at the Jordan Rec Center, or get the old Crew back together for exciting 3 on 3 streetball action.
- **MyTEAM:** Create your very first MyPLAYER card, and ball with LeBron, Kobe, and the rest of your collection in a variety of competitive modes. MyTEAM players can now test their skills in the **NBA 2K19 MyTEAM Unlimited** \$250,000 Tournament, which will run October 13, 2018-February 13, 2019. The tournament will be played using the new MyTEAM Unlimited Mode, which features 5-on-5 NBA-style gameplay and allows users to choose any 13 cards from their Collection.
- **All New MyCAREER:** From Neighborhood legend to global phenomenon. The original career story mode returns with an all-new, immersive narrative charting your journey from China to the G League and eventually the NBA. Featuring an all-star cast, endorsements tied to your popularity, and new team chemistry elements that allow you to dominate the hardwood.

Featuring LeBron James on the cover, the **NBA 2K19 20th Anniversary Edition** includes the **NBA 2K19** game, 100,000 Virtual Currency, MyTEAM cards, LeBron-themed digital items for MyPLAYERS and more for \$99.99 MSRP. Giannis Antetokounmpo is featured on the cover of the Standard Edition, available now for \$59.99 MSRP. **NBA 2K19** is rated E for Everyone by the ESRB.

For more information on *NBA 2K19* please visit <https://nba.2k.com/2k19/>

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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 wholly-owned labels Rockstar Games and 2K, as well as its new Private Division label and Social Point, a leading developer of mobile games. 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, the highest rated* annual sports title of this console generation.

*According to 2008 - 2018 Metacritic.com

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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.

NBA 2K19 MyTEAM UNLIMITED \$250,000 TOURNAMENT ABBREVIATED RULES

Open to legal residents of the 50 United States & D.C. (excluding AZ, CT, MD, and ND), Canada (excluding Quebec), Australia, Chile, Denmark, France, Great Britain, Greece, Republic of Ireland, Israel, Germany, Japan, Mexico, New Zealand, Norway, Philippines, Portugal, South Africa, South Korea, Spain, Sweden, Switzerland, and Turkey, who are at least 18 years of age and the age of majority in their state/country/province of residence. Game must be played on Xbox One (“XBO”) or PlayStation 4 (“PS4”). To participate, you must have NBA® 2K19 game (“Game”), Xbox Gold Service or PS Plus service, and Internet connection. Void in AZ, CT, MD, ND, Quebec and where prohibited.

This Contest consists of two phases: (i) the 16 Weekend Qualifier GameDays and (ii) the Contest Tournament (“Tournament”, which includes the Championship Finals). You must qualify to participate in a Weekend Qualifier GameDay. The first Weekend Qualifier GameDay takes place on October 13, 2018 and qualifying games must start between 10:00 AM U.S. Pacific Time and 2:00 PM U.S. Pacific Time. The last Weekend Qualifier GameDay takes place on January 26, 2019 and qualifying games must start between 10:00 AM U.S. Pacific Time and 2:00 PM U.S. Pacific Time.

The two (2) Finalists (one for XBO and one for PS4) will advance to the Championship Finals currently scheduled to take place in New York, New York (location subject to change) on or about February 13, 2019 to compete for the \$250,000 (U.S.) prize. Each Finalist will win a prize with an ARV of \$5,500 (U.S.). Subject to the Official Rules, which will be posted at nba.2k.com/2k19/myteamtournament. Sponsored by 2K Games, Inc. (“2K”), a wholly owned subsidiary of Take-Two Interactive Software, Inc., 10 Hamilton Landing, Novato, CA 94949, USA.

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