

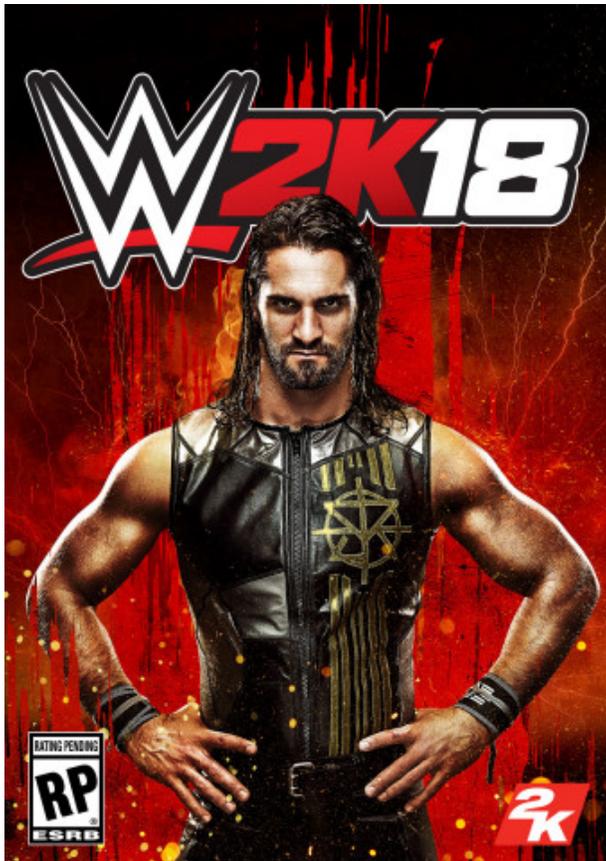
BE LIKE NO ONE: 2K Announces Seth Rollins™ as the WWE® 2K18 Cover Superstar

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New **Early Access** initiative invites players to purchase the **WWE 2K18 Deluxe Edition** or **WWE 2K18 Collector's Edition** and receive the game before its worldwide release date

NEW YORK--(BUSINESS WIRE)--Jun. 19, 2017-- Be like no one.

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2K today announced Seth Rollins as the cover Superstar for WWE® 2K18, the forthcoming release in the flagship WWE video game franchise. (Photo: Business Wire)

flagship WWE video game franchise. In addition, Rollins will personify **WWE 2K18's** worldwide marketing campaign – **BE LIKE NO ONE** – which invites players to explore Rollins' identity, as well as those of several other WWE Superstars, while learning more about the game. **WWE 2K18** is currently scheduled for worldwide release on October 17, 2017 for the PlayStation®4 computer entertainment system and Xbox One.

“As the **WWE 2K18** cover Superstar and franchise ambassador, it is my incredible honor and mission to ensure this game will truly **BE LIKE NO ONE** – a calling card perfect for everything I stand for – as it sets forth on its own unique path,” said Seth Rollins. “Following in the footsteps of other **WWE 2K** cover Superstars – Dwayne “The Rock®” Johnson, John Cena®, Stone Cold Steve Austin® and Brock Lesnar® – I now carry the torch and proudly represent a new generation of WWE Superstars. I am the future, and the future can't be stopped.”

“Each year, the **WWE 2K** franchise emerges with a unique identity, impeccable authenticity, an incredible roster and the freedom for players to customize and control the virtual WWE world through its extensive offerings,” said Chris Snyder,

These four simple words likely generate several reactions, but for WWE Superstar Seth Rollins™, they are a master class in describing his unmatched work ethic, disruptive mindset and definitive WWE career.

Since joining WWE in 2010, Rollins has done things on his own terms. Like many claim but never accomplish, he was destined to be different, blaze his own trail and take no prisoners along the way, even if it meant disrespecting history. The first move on Rollins' chess board: become the inaugural NXT® Champion in 2012 and put everyone on high alert. The second move: make his WWE main roster debut at Survivor Series® later that year, align with WWE Superstars Roman Reigns™ and Dean Ambrose™ to form The Shield™ and rally against authority. As the pieces continued moving, the accolades followed: two-time WWE Champion, United States Champion, WWE Tag Team Champion and “Mr. Money in the Bank®,” to name a few. And now, “The Kingslayer” stands tall after a definitive checkmate: defeating Triple H® on WWE's grandest stage at WrestleMania® 33.

For every calculated action and result, there is no question Rollins will prevail by any means necessary, and in doing so, embody everything it means to be like no one.

In celebration of his in-ring accomplishments and bold individuality, **2K** today announced Seth Rollins as the cover Superstar for **WWE® 2K18**, the forthcoming release in the

Vice President of Marketing at 2K. “In determining who truly epitomizes *BE LIKE NO ONE* and represents *WWE 2K18* to the fullest extent, there was one obvious answer: Seth ‘Freakin’ Rollins.”

In addition, today 2K announced details surrounding *WWE 2K18* premium product offerings and their scheduled release dates:

About the *WWE 2K18 Deluxe Edition*

Players who purchase the *WWE 2K18 Deluxe Edition*, available in both physical and digital varieties 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 PS4™ system and Xbox One. The *WWE 2K18 Deluxe Edition* includes the following items:

- Copy of *WWE 2K18* video game with *Deluxe Edition* packaging;
- Access to Season Pass content (details announced this fall);
- Access to *WWE 2K18* pre-order bonus digital content (details announced this summer);
- Additional *WWE 2K18 Collector’s Edition* digital content (details announced this summer).

About the *WWE 2K18 Collector’s Edition*

Players who purchase the *WWE 2K18 Collector’s Edition* at participating retailers will also receive *Early Access* to their game copies and in-game bonuses beginning four days early on Friday, October 13, 2017 for PS4™ system and Xbox One. Details of the *WWE 2K18 Collector’s Edition*, as well as the ability to pre-order this version of the game, will be available later this summer.

Developed collaboratively by Yuke’s and Visual Concepts, a 2K studio, *WWE 2K18* is not yet rated by the ESRB. *WWE 2K18* is scheduled for worldwide release on October 17, 2017 for the PS4™ system and Xbox One. For more information on *WWE 2K18* and 2K, visit wwe.2k.com, become a fan on [Facebook](#), follow the game on [Twitter](#) and [Instagram](#) using the hashtags #WWE2K18 and #BLN1 or subscribe on [YouTube](#).

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/>.

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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™, 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.

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

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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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