

2K Announces NBA® 2KVR Experience Available on November 22

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First virtual reality NBA game lets fans test their hoops skills and drain impossible shots

NEW YORK--(BUSINESS WIRE)--Nov. 21, 2016-- **2K** today announced **NBA® 2KVR Experience**, the first virtual reality basketball game immersing players in a new, entertaining NBA environment filled with the sights and sounds of fun mini-games and challenges. Available beginning on November 22, 2016 on *PlayStation®VR*, HTC Vive™ and Samsung Gear VR, the new experience continues the dominance of the **NBA 2K** series.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20161121005227/en/>

“Our team consistently looks for new ways to deliver unique, fun experiences for the gamer,” said Greg Thomas, President of Visual Concepts. “**NBA 2KVR** will give fans even more access to our franchise and test new skills across entertaining VR challenges.”

In the **NBA 2KVR Experience**, players will join **NBA 2K17** cover athlete and All-Star Paul George, as they step onto the court at the Indiana Pacers’ stadium, Bankers Life Fieldhouse. Paul George will also provide commentary and guide the player by offering tips to help improve their skills in mini-games, which include three-point shootout, a speed and accuracy skills challenge and the buzzer beater countdown. Players can earn a variety of Gatorade fuel boosts that will aide their shooting acumen, speed, recovery and more to help reach the top of the leaderboards.

“As a lifelong fan of **NBA 2K**, it’s exciting to see them take the leap into VR, and even more exciting that it’ll be on my home court,” said Paul George, cover star of **NBA 2K17**. “I can’t wait for fans to dominate on the virtual court with virtual help from Gatorade.”

***NBA 2KVR Experience** is rated E-10+* by the ESRB, and launches November 22, 2016 for \$14.99 on the HTC Vive™, PlayStation®VR and Samsung Gear VR, and will later be available for Oculus Rift worldwide.*

**Users should consult the operating instructions provided with their VR hardware for safety guidelines and age restrictions.*

Oculus and Rift are trademarks of Oculus VR, LLC.

Developed by Visual Concepts and Specular Interactive, **NBA 2KVR Experience** is rated E for Everyone by the ESRB.

2K is a wholly owned 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, 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 #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 - 2016 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through October 2016.*

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," "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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