

2K Announces WWE® 2K18 Season Pass and Downloadable Content Offerings

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Available items to include the return of WWE Superstars The Hardy Boyz, additional playable WWE and NXT® Superstars; access to a wide variety of new moves; unlockable content and player progression features

NEW YORK--(BUSINESS WIRE)--Sep. 27, 2017-- 2K today announced details surrounding the Season Pass and downloadable content offerings for [WWE® 2K18](#), the forthcoming release in the flagship WWE video game franchise. The offerings will include playable WWE and NXT® Superstars, including fan-favorites The Hardy Boyz; a host of new in-game moves; and access to both unlockable content and player progression features. The individual content packages will begin releasing in late 2017, with some packages releasing in early 2018, for the PlayStation® 4 computer entertainment system, Xbox One, Nintendo Switch™ and Windows PC.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170927005211/en/>



2K today announced details surrounding the Season Pass and downloadable content offerings for WWE® 2K18, the forthcoming release in the flagship WWE video game franchise. (Photo: Business Wire)

“WWE 2K18’s downloadable content will deliver a notable combination of playable WWE Superstars, NXT Superstars and WWE Hall of Famers, as well as popular annual requests like new gameplay moves,” said Greg Thomas, President at Visual Concepts. “This content aligns with WWE 2K18’s ultimate mission – providing players with authentic and simulation-based WWE gameplay, the largest playable roster in WWE games history and the freedom to create and control their experiences, be it through MyCareer, the Creation Suite or other notable features – and for a great overall value.”

About the WWE 2K18 Downloadable

Content Offerings*

WWE 2K18 downloadable content offerings are scheduled to include the following items and be available for purchase on the PlayStation™Network for the PS4™ system, Xbox Live online entertainment network from Microsoft for Xbox One, Nintendo eShop on Nintendo Switch and Steam for Windows PC:

Accelerator

- Players will gain access to all unlockable content available at launch in the game’s VC Purchasable section (excluding downloadable content);
- Players can also decide the overall rankings and attribute levels for all playable characters throughout the life of the product;
- The Accelerator will be available for \$4.99.

Enduring Icons Pack

- Playable WWE Superstars: The Hardy Boyz;
- Playable WWE Hall of Famers: Beth Phoenix and The Rock ‘n’ Roll Express;

- The Enduring Icons Pack will be available for \$9.99.

MyPlayer Kick Start

- Players will gain access to unlock and boost MyPlayer ratings and attributes made available at launch as part of the game's MyCareer mode;
- Players can also unlock all clothing made available at launch that provides attribute boosts in MyCareer;
- MyPlayer Kick Start will be available for \$9.99.

New Moves Pack

- Explore a wide variety of new in-game moves, including the Tie Breaker (made popular by WWE Superstar Tye Dillinger); the Crash Landing (made popular by NXT Superstar Kassius Ohno); the Pumphandle Death Valley Driver (made popular by NXT Superstar Akam); and the Swinging Sleeper Slam (made popular by WWE Hall of Famer Diamond Dallas Page).
- The New Moves Pack will be available for \$3.99.

NXT Generation Pack

- Playable WWE and NXT Superstars: Aleister Black, Drew McIntyre, Elias, Lars Sullivan and Ruby Riot;
- The NXT Generation Pack will be available for \$9.99.

About the WWE 2K18 Season Pass

Players may purchase select **WWE 2K18** downloadable content at a reduced price point through the game's Season Pass. For \$29.99, a savings of more than 20 percent versus individual content purchases, players will receive the following items as they become available:

- Accelerator;
- Enduring Icons Pack;
- MyPlayer Kick Start;
- New Moves Pack;
- NXT Generation Pack.

** PlayStation™Network, Xbox Live or Nintendo account and Internet connection required. Copy of WWE 2K18 required to play.*

Developed collaboratively by Yuke's and Visual Concepts, a 2K studio, **WWE 2K18** is rated "T" for Teen by the ESRB. **WWE 2K18** is currently scheduled for worldwide release on October 17, 2017 for the PS4™ system, Xbox One and Windows PC, as well as in Fall 2017 for Nintendo Switch. Players who purchase the **WWE 2K18 Cena (Nuff) 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 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, with Windows PC players receiving their **Deluxe Edition** copies on Tuesday, October 17, 2017. 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/>.

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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™, 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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