

Debuts from the Six – DeMar DeRozan Reps the North with First-Ever NBA® 2K Canadian Cover

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“Heir Canada” Selected as Canadian Cover Star of NBA 2K18

NEW YORK--(BUSINESS WIRE)--Jul. 6, 2017-- **2K** today revealed its first Canadian cover for **NBA® 2K18**, the next iteration of the top-rated and top-selling NBA video game simulation series of the past 16 years* available on September 19, 2017, featuring the Toronto Raptors’ shooting guard DeMar DeRozan. The selection of DeRozan also marks his first **NBA 2K** cover honor, coming off of a dominant season with the Raptors where he led the team to the NBA Playoffs for the fourth consecutive year.

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- 10 Weekly MyTEAM Packs;
- Kyrie Irving Outfit Pack;
- And more!

The **NBA 2K18** Standard Edition will be available for \$79.99 for PlayStation®4 system and PlayStation®3 computer entertainment system, Xbox One and Xbox 360, Nintendo Switch, and Windows PC platforms on Sept. 19.

As previously announced, Shaquille O’Neal will be celebrated with the **NBA 2K18** Legend Edition and Legend Gold, both

“It’s a huge honor to be recognized on the first-ever Canadian cover for **NBA 2K** and represent the Raptors after eight years with the team,” said DeMar DeRozan, who finished the ’16-’17 season with a career-high 2,020 points. “The fans up here are super passionate about basketball, so it’s cool to help introduce a cover that’s just for them.”

Since being drafted to the Toronto Raptors in 2009, DeMar has been a crucial player for the team, giving repeat power performances and becoming Toronto’s career scoring leader with 11,456 points by the end of the previous NBA season. His other accolades include being named an NBA All-Star three times and playing in both the 2014 World Cup and the 2016 Summer Olympics.

“Canada has always shown tremendous passion for the **NBA 2K** franchise, so we couldn’t be happier to celebrate this by partnering with one of the NBA elite in DeMar DeRozan to create a **NBA® 2K18** cover that’s uniquely Canadian,” said Alfie Brody, Vice President of Marketing for NBA 2K.

Fans who pre-order **NBA 2K18** at participating Canadian retail and online vendors receive Early Tip-Off Access, ensuring they receive their copy and in-game bonuses four days early beginning on Sept. 15.

The **NBA 2K18 Standard** includes in-game content, including:

- 5,000 Virtual Currency;

available for \$129.99 and \$199.99, respectively, on PlayStation®4 computer entertainment system, Nintendo Switch and Xbox One.

Follow [@NBA2K](#) on [social media](#) for the latest *NBA 2K18* news.

**According to 2000 - 2017 [Metacritic.com](#) and [Gamerankings.com](#).*

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 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, and Cat Daddy Games. 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](#) and *The NPD Group estimates of U.S. retail video game sales through May 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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