

Style, Profile and Celebrate WWE Hall of Famer Ric Flair with the WWE® 2K19 Woosoo! Edition

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“The Nature Boy” honored through limited global offering, including a commemorative plaque with iconic robe sample, vinyl figurine, replica WWE Hall of Fame ring, digital content and more

NEW YORK--(BUSINESS WIRE)--Jul. 25, 2018-- 2K today announced plans for the **Woosoo! Edition** of [WWE® 2K19](#), the forthcoming release in the flagship WWE video game franchise. Honoring 16-time WWE World Champion, global pop culture icon and WWE Hall of Famer Ric Flair – a man whose attitude and accomplishments represent “Never Say Never” to the fullest – the **WWE 2K19 Woosoo! Edition** will be limited to 30,000 copies worldwide and offer an impressive collection of exclusive and collectible memorabilia, as well as robust digital content. The **WWE 2K19 Woosoo! Edition** will be available exclusively for the PlayStation®4 computer entertainment system and Xbox One family of devices including the Xbox One X at participating retailers for a suggested retail price of \$129.99.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180725005032/en/>



The **WWE 2K19 Woosoo! Edition** will include:

2K today announced plans for the Woosoo! Edition of WWE(R) 2K19, the forthcoming release in the flagship WWE video game franchise. Honoring 16-time WWE World Champion, global pop culture icon and WWE Hall of Famer Ric Flair. (Photo: Business Wire)

- Copy of **WWE 2K19 Deluxe Edition**, which includes the following items:
 - Access to **WWE 2K19** Season Pass digital content (details announced this summer);
 - Exclusive playable WWE Hall of Famers (’80s-inspired):

“Rowdy” Roddy Piper, Dusty Rhodes and Ricky “The Dragon” Steamboat;

- Exclusive playable characters: “Macho Man” Randy Savage (WrestleMania® VIII) and Undertaker (2002);
 - Exclusive playable arena: Starrcade 1983;
 - Exclusive in-game attire: Ric Flair (WrestleMania 24 robe) and Charlotte Flair (WrestleMania 32 robe);
 - Access to **WWE 2K19** pre-order bonus digital content (playable Rey Mysterio “Royal Rumble 2018” character and playable Ronda Rousey “WrestleMania 34/‘Rowdy’ Roddy Piper-inspired” character);
 - **WWE® SuperCard** limited edition cards featuring **WWE 2K19** cover Superstar AJ Styles, as well as an AJ-themed **WWE 2K19** cardback.
- Exclusive premium packaging;
 - Exclusive and individually numbered WWE Hall of Fame replica ring;
 - Exclusive “Nature Boy”-inspired Funko Pop! figurine;
 - Fanatics limited edition commemorative plaque featuring a fabric piece from Ric’s iconic pink or purple robe;
 - **WWE SuperCard** limited edition cards featuring Ric and Charlotte Flair, as well as a Ric-themed **WWE 2K19** cardback.

“For all of my fans around the world, it’s exciting and humbling to see my career immortalized through the power of video games,” said Ric Flair. “This is going to be one stylin,’ profilin,’ limousine riding, jet flying, kiss-stealing, wheelin’ ‘n’ dealin’ son of a collector’s edition, and you don’t want to miss out. Woosoo!”

“Few in life have celebrated the mantra of ‘Never Say Never’ quite like Ric Flair, so it’s an honor to celebrate his legacy through the **WWE 2K19 Woosoo! Edition**,” said Chris Snyder, Vice President of Marketing at 2K. “This jam-packed collector’s offering of exclusive physical and digital items is the perfect way for fans to showcase their enthusiasm for ‘The Nature Boy’ and his incredible accomplishments.”

Players who purchase the **WWE 2K19 Woosoo! Edition** at participating retailers will receive **Early Access** to their game copies and in-game bonuses beginning four days early on Friday, October 5, 2018 for the PS4™ system and Xbox One. In

addition, players who purchase the *WWE 2K19 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 *Wooooo! Edition* digital content – beginning four days early on Friday, October 5, 2018 for the PS4™ system, Xbox One and Windows PC.

Developed collaboratively by Yuke's and Visual Concepts, a 2K studio, *WWE 2K19* is not yet rated by the ESRB. *WWE 2K19* is currently scheduled for worldwide release on October 9, 2018 for the PS4™ system, Xbox One and Windows PC. For more information on *WWE 2K19* and 2K, visit wwe.2k.com, become a fan on [Facebook](#), follow the game on [Twitter](#) and [Instagram](#) using the hashtags #WWE2K19 and #NeverSayNever or subscribe on [YouTube](#). For more information on the *WWE 2K19 Million Dollar Challenge*, please visit wwe.2k.com/milliondollarchallenge/rules.

2K is a 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's TV-PG, family-friendly can be seen in more than 800 million homes worldwide in 25 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 currently available in more than 180 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/>.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

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; major distribution agreements; our need to continue to develop creative and entertaining programs and events; 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; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercising control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares which 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 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, are subject to change without any obligation on the part of the Company to update or revise them, and undue reliance should not be placed on these statements.

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](http://www.metacritic.com)

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 <http://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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Source: Take-Two Interactive

2K

Jaime Jensen, 415-507-7910

jaime.jensen@2k.com

or

Take-Two Interactive Software, Inc.

Alan Lewis, 646-536-2983

Corporate Press

alan.lewis@take2games.com

or

FINN Partners for 2K

Nathan Rillo, 310-552-4145

nathan.rillo@finnpartners.com

or

WWE

Mark Vasquez, 203-352-1521

mark.vasquez@wwecorp.com