

## **NBA® 2K17 Takes Competition to All-Star Level with NBA 2K17 All-Star Tournament**

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*Includes grand prize of \$250,000, NBA All-Star 2017 access and more!*

NEW YORK--(BUSINESS WIRE)--Dec. 14, 2016-- **2K** today announced that **NBA® 2K17**, the latest iteration of the top-selling and top-rated NBA video game simulation series\*, will host the second **NBA 2K** competitive gaming tournament. Following the success of **NBA 2K16** Road to the Finals earlier this year, the **NBA 2K17 All-Star Tournament** is an exciting competition that will culminate during NBA All-Star weekend in February. Players on PlayStation®4 computer entertainment system and Xbox One, the all-in-one games and entertainment system from Microsoft, will be able to form their own **NBA 2K** Pro-Am teams to compete in a series of in-game events to qualify for the tournament to win \$250,000. The new champion will be crowned during NBA All-Star 2017 in New Orleans.

“**NBA 2K16** Road to the Finals proved that our fans have an appetite for competitive gaming, and we are excited to deliver another opportunity for Pro-Am teams to go head-to-head during the new All-Star Tournament,” said Alfie Brody, VP of Marketing for **NBA 2K**. “Thousands of teams participated in our **NBA 2K16** Road to the Finals competition, and we expect this tournament to attract great talent and inspire more of the intense action we witnessed in the first.”

The All-Star Tournament tips off on December 31, 2016 in the United States and Canada with a series of **NBA 2K17** in-game rounds scheduled on five qualifying days through January 28, 2017. Teams, which must have Elite or better status, can participate in any of the five qualifying game day rounds where they will compete for a chance to qualify for the tournament. All qualifying wins will contribute to the team’s total score on the leaderboard for that specific game day. The teams with the three highest total scores on each platform on each qualifying day will move on to the tournament.

**NBA 2K** is also introducing Wild Card spots for the All-Star Tournament. The team on each platform with the highest single game day Total Score across all game days that did not otherwise qualify for the tournament will qualify as a Wild Card and receive the 16<sup>th</sup> and final seed in their platform’s tournament.

On February 4<sup>th</sup> (Rounds 1 and 2) and February 11<sup>th</sup> (Console Semifinals and Finals), the 16 qualifying teams on both the PlayStation®4 and Xbox One will go head-to-head in a single elimination tournament. The console winners will then face off for the \$250,000 championship during NBA All-Star 2017 in February, with the champions receiving tickets to the 2017 NBA All-Star Game at Smoothie King Center in New Orleans.

“The **NBA 2K** development team is thrilled to expand the brand’s footprint in the evolving world of eSports with the All-Star Tournament,” said Greg Thomas, president of Visual Concepts. “We’re raising the stakes with this competition, and can’t wait to see new rivalries emerge and the action unfold.”

Open to legal residents of 50 U.S., D.C. & Canada (excluding AZ, CT, MD, ND & Quebec), 13+. Teams must have Elite or better status and must compete on Xbox One or PS4 platforms. Void where prohibited. Game Days begin on 12/31/16 and end on 1/28/17. For the official rules, event dates and more information on the NBA 2K All-Star Tournament, visit the 2K blog on or about December 14, 2016: [Http://2kgam.es/2KAllStarTournament](http://2kgam.es/2KAllStarTournament).

Developed by Visual Concepts, **NBA 2K17** is rated E for Everyone by the ESRB.

Follow [@NBA2K](#) on [social media](#) and look for the hashtag [#ThisIsNotAGame](#) for the latest **NBA 2K17** news.

*\*According to 2008 - 2016 [Metacritic.com](#) and The NPD Group estimates of U.S. retail video game sales through November 2016.*

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 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™, 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.

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](http://www.2k.com).

*\*According to 2008 - 2016 [Metacritic.com](http://www.metacritic.com)*

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## **Cautionary Note Regarding Forward-Looking Statements**

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