

LeBron James' Words Speak Volumes on NBA® 2K19's 20th Anniversary Edition

June 5, 2018 8:00 AM ET

The most dominant player in the NBA gives personal insight on his legacy on special 20th anniversary game cover

NEW YORK--(BUSINESS WIRE)--Jun. 5, 2018-- **2K** today announced that **NBA 2K** will feature three-time NBA Champion, four-time NBA MVP and avid **NBA 2K** gamer LeBron James on the cover of the **NBA 2K19 20th Anniversary Edition**. The iconic cover features Akron's favorite son alongside an artistic composition of words personally chosen by LeBron. Each phrase contains special meaning to James, including "Strive for Greatness," "Driven," and "Equality."

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180605005079/en/>



2K today announced that NBA 2K will feature three-time NBA Champion, four-time NBA MVP and avid NBA 2K gamer LeBron James on the cover of the NBA 2K19 20th Anniversary Edition. (Photo: Business Wire)

"It's humbling to be on the 20th anniversary cover of a game I've played and loved since I was a little kid," said James. "We were able to do something really unique for the cover that represents everything that drives me and inspires me – from my family to where I come from and words I live by. I'm honored my journey can be part of

this special time in 2K history and I'm excited for fans to see it."

In addition to the exclusive James-themed content and items, fans who purchase the **NBA 2K19 20th Anniversary Edition** will receive the game four days early, beginning on September 7.

"This year marks the 30th anniversary for the development team at Visual Concepts and the 20th for the **NBA 2K** series, so it was important to commemorate this milestone by partnering with the most iconic athlete of this generation in LeBron James," said Alfie Brody, Vice President of Marketing for NBA 2K. "LeBron's carefully crafted wording on the **NBA 2K19 20th Anniversary Edition** cover encapsulates the passion and drive that have elevated him to all-time greatness, making him the perfect cover star."

The **NBA 2K19 20th Anniversary Edition** includes the following digital items:

- 100,000 Virtual Currency;
- 50,000 MyTEAM points;
- 20 MyTEAM League Packs (delivered one a week);
- Sapphire LeBron James MyTEAM Card;
- 10 MyTEAM Heat Check Packs (delivered one a week beginning at the start of the NBA season);
- 5 LeBron-themed murals for MyCOURT;
- LeBron MyCOURT design;
- King's Collection - Nike LeBron apparel & footwear (25 pairs!).

Physical Items include:

- LeBron **NBA 2K19** poster;
- **NBA 2K** sticker sheet;
- Custom Wristband featuring LeBron's chosen words.

*Physical items not included with digital purchase

The **NBA 2K19 20th Anniversary Edition** marks the second cover appearance for the 14-time NBA All-Star. James, currently playing in his 15th NBA season, is also the co-founder of production company SpringHill Entertainment and

digital sports media platform UNINTERRUPTED.

Developed by Visual Concepts, the *NBA 2K19 20th Anniversary Edition* will be available September 7, 2018 for \$99.99 on Xbox One, PlayStation®4 computer entertainment system, Nintendo Switch, and Windows PC.

The *NBA 2K19 Standard Edition* will be available on September 11, 2018 for \$59.99 on Xbox One, PlayStation®4 system, Nintendo Switch, and Windows PC platforms.

Players looking to get a head start on *NBA 2K19*'s MyCAREER can download the all-new *NBA 2K19: The Prelude* beginning on August 31, 2018 available on Xbox One and PlayStation 4.

Developed by Visual Concepts, *NBA 2K19* is not yet rated by the ESRB

Follow [NBA 2K](#) on [Instagram](#), [Twitter](#), and [Facebook](#) for the latest *NBA 2K19* news.

*According to 2000 - 2018 [Metacritic.com](#) and [Gamerankings.com](#).

2K is a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO).

Online Account (13+) required to access online features. See www.take2games.com/legal and www.take2games.com/privacy for additional details.

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. In addition, Take-Two owns 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

All trademarks and copyrights contained herein are the property of their respective holders.

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.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20180605005079/en/>

Source: Take-Two Interactive

2K

Ryan Peters, 415-507-7607

ryan.peters@2k.com

or

Rogers & Cowan for 2K

Al Stavola, 310-854-8166

astavola@rogersandcowan.com

or

Take-Two Interactive Software, Inc.

Alan Lewis, 646-536-2983

Corporate Press

alan.lewis@take2games.com