

Kyriediculous: NBA Champion, Kia NBA All-Star MVP, and Cover of NBA® 2K18

June 1, 2017 8:00 AM ET

Or, for short: Kyrie Irving is on fire!!!

NEW YORK--(BUSINESS WIRE)--Jun. 1, 2017-- **2K** today announced that Cleveland Cavaliers point guard, Kyrie Irving, as the cover athlete of **NBA® 2K18**, the next iteration of the top-rated and top-selling NBA video game simulation series of the past 16 years*, which will be available on September 19, 2017. The selection of Irving marks his first appearance on the cover of **NBA 2K** and comes at a pinnacle point in his career after consecutive dominant years with the Cavaliers and a repeat appearance at the NBA Finals this season, which has appropriately earned him the nickname, “Ankletaker.”

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170601005046/en/>



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- 5,000 Virtual Currency;
- 10 Weekly MyTEAM Packs;
- Kyrie Outfit Pack;
- And more!

The **NBA 2K18** Standard Edition will be available for \$59.99 for PlayStation®4 system and PlayStation®3 computer entertainment system, Xbox One and Xbox 360, Nintendo Switch, and Windows PC platforms on September 19, 2017.

“It is well known that I’m an avid player of this series and I am honored to be the cover athlete of **NBA 2K18**,” said Kyrie Irving, who has his sights set on another ring and is making a run for back-to-back championships. “It’s surreal to be featured on the cover and I can’t wait to dominate on the virtual court with all of my fans this fall.”

Kyrie’s basketball resume includes a Rookie of the Year award in 2012, NBA All-Star Game MVP in 2014, and the 2016 NBA championship that marked one of the most incredible upsets in NBA Finals history with a team-high 27.1 points per game, making him the unquestioned choice in bringing **NBA 2K18** to fans around the world.

“It’s obvious that Kyrie isn’t disappearing from the spotlight anytime soon, so we’re thrilled to have him as our cover athlete, alongside Shaq for the **NBA 2K18** Legend Edition,” said Alfie Brody, Vice President of Marketing for **NBA 2K**. “He’s a more-than-worthy recipient of this honor, and joins so many other greats who were cover athletes before him.”

Fans who pre-order **NBA 2K18** at participating North American retail and online vendors receive Early Tip-Off Access, ensuring they receive their copy and in-game bonuses four days early beginning on September 15, 2017.

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

As previously announced, the *NBA 2K18* Legend Edition and Legend Edition Gold will be available in both digital and physical formats for \$99.99 and \$149.99, respectively, on PlayStation®4 computer entertainment system, Nintendo Switch and Xbox One. The *NBA 2K18* Legend Edition Gold physical edition is available exclusively at GameStop.

Developed by Visual Concepts, *NBA 2K18* is not yet rated by the ESRB.

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).

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 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 - 2015 [Metacritic.com](#) and The NPD Group estimates of U.S. retail video game sales through May 2015.*

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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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