

NBA 2K18 Hits Franchise Sales Record

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This generation's highest-rated basketball video game has sold-in more than 10 million units cementing legacy with major milestone

NEW YORK--(BUSINESS WIRE)--Aug. 2, 2018-- **2K** today announced that **NBA® 2K18** has now sold-in more than 10 million units, setting a new record for the franchise. Since its inception in 1999, the **NBA 2K** franchise has sold-in more than 80 million units worldwide and is the top-rated and top-selling NBA video game simulation series of the past 17 years*.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180802005110/en/>



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NBA 2K18 featured the Boston Celtics' star point guard, Kyrie Irving and 2016 Basketball Hall of Famer, Shaquille O'Neal on the covers of the *Standard* and *Legend Editions*, respectively. This is a major milestone in 2K's 19-year history of

delivering the most thrilling NBA basketball action.

"**NBA 2K18** is our highest-selling sports title ever, and a testament to the tireless hard work and innovation of the team at Visual Concepts," said Strauss Zelnick, CEO of Take-Two Interactive. "The ability to improve consistently upon an annual series and grow its audience reflects the team's drive to remain on the leading-edge of pop culture and finding new and exciting ways to captivate and engage players."

The **NBA 2K** franchise features all the exciting on-court action that comes from a real NBA game, and **NBA 2K18** introduced The Neighborhood - an online, connected world inside **NBA 2K**, allowing players to immerse themselves in the off-the-court lifestyle of an NBA star.

"Without the tremendous passion, ambition, and dedication of the entire team at Visual Concepts, a milestone of this magnitude wouldn't be possible," said Greg Thomas, President, Visual Concepts. "It's incredibly rewarding that the team's hard work and desire to achieve greatness in **NBA 2K** has reached so many fans around the globe, and now we look forward to the challenge of setting new benchmarks with the upcoming release of **NBA 2K19**."

In addition to the state-of-the-art simulation that **NBA 2K** is known for, the franchise has remained on the cutting-edge of pop culture by partnering with the hottest celebrities in film, music and pop culture, such as Michael B Jordan, Spike Lee, Jay-Z, Pharrell Williams, Drake, DJ Khaled and Justin Bieber, and has featured in-game partnerships with top brands including Nike, Gatorade, Ruffles, Jordan Brand, Reese's Puffs, Under Armour, Foot Locker, New Era, State Farm, Spalding, Tissot, Mountain Dew, Mitchell & Ness, JBL, Adidas, and Kia.

NBA 2K is sold in over 122 countries and has reached local audiences with regional releases including **NBA 2K Online** and the upcoming **NBA 2K Online 2** in Asia. In 2018, Take-Two formed a joint-venture with the NBA to form the **NBA 2K League** launching the first-ever professional eSports league built around a simulation sports video game.

Follow **NBA 2K** on [Instagram](#), [Twitter](#), [YouTube](#), 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).

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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 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

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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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