

“Rowdy” Ronda Rousey® to Make Historic Video Game Franchise Debut as WWE® 2K19 Pre-Order Bonus Character

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“The Baddest Woman on the Planet” set to join former WWE Champion Rey Mysterio® as the second of two playable pre-order characters for the upcoming flagship series release

NEW YORK--(BUSINESS WIRE)--Jul. 10, 2018-- 2K today announced that Olympic medalist, feature film actress, UFC® Hall of Famer and current WWE® Superstar, “Rowdy” Ronda Rousey®, will make her WWE console video game debut in [WWE® 2K19](#), the forthcoming release in the flagship WWE video game franchise. The “Baddest Woman on the Planet” – who put the WWE Universe on notice with a surprise Royal Rumble® 2018 appearance, blockbuster WrestleMania® 34 debut match and continued explosive presence – will appear in **WWE 2K19** as a playable character wearing her signature ring gear inspired by “Rowdy” Roddy Piper. In addition, 2K’s [global marketing campaign trailer](#) for the announcement, which debuted during last night’s Monday Night Raw® broadcast, further celebrates Ronda’s landmark WWE arrival and incredible bond shared with the late WWE Hall of Famer through inclusion of Piper’s verbal praise from her *Piper’s Pit*™ podcast appearance in 2015.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180710005154/en/>



2K today announced that Olympic medalist, feature film actress, UFC® Hall of Famer and current WWE® Superstar, “Rowdy” Ronda Rousey®, will make her WWE console video game debut in WWE® 2K19, the forthcoming release in the flagship WWE video game franchise. (Graphic: Business Wire)

“As a WWE Superstar, having support from the Piper family means everything to me,” said Ronda Rousey. “It’s an honor to be part of **WWE 2K19** and have my name mentioned alongside so many important Superstars in WWE history, including Rey Mysterio, Kurt Angle®, Ultimate Warrior®, Sting™ and Goldberg™.”

“Anybody can call themselves ‘Rowdy’, but it takes a special, talented and dedicated individual to live up to the ‘Rowdy’ name,” said Colt Toombs, son of “Rowdy” Roddy Piper. “My dad saw it in Ronda, and so do we. She is truly ‘Rowdy to the core,’ and that mindset really comes through in the trailer for **WWE 2K19**.”

Rousey, alongside former WWE Champion Rey Mysterio, will be available as bonus content for those who pre-order the game at participating retailers for the PlayStation®4 computer entertainment system, the Xbox One family of devices including the Xbox One X and Windows PC. **WWE 2K19** is currently scheduled for worldwide release on October 9, 2018, with *Early Access* players receiving their copies and in-game bonuses beginning four days early on October 5, 2018.

“From an Olympic tatami to the UFC Octagon to the WWE ring, Ronda is a one-of-a-kind athlete and incredible ambassador for career and life empowerment,” said Chris Snyder, Vice President of Marketing at 2K. “Her discipline, determination and attitude toward accomplishing her goals and silencing her critics make her the perfect embodiment of **WWE 2K19**’s ‘Never Say Never’ global marketing campaign. We are thrilled to welcome Ronda to the **WWE 2K** family and can’t wait to see what’s in store for her in the years to come.”

Through the announcement of Ronda Rousey as the second of two pre-order playable characters, 2K updated details today surrounding **WWE 2K19** premium product offerings and their scheduled release dates:

About the *WWE 2K19 Deluxe Edition*

Players who purchase the **WWE 2K19 Deluxe Edition**, available in both physical and digital varieties 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, Xbox One and Windows PC. The **WWE 2K19 Deluxe Edition** includes the following items:

- Copy of **WWE 2K19** video game with **Deluxe Edition** packaging;
- Access to **WWE 2K19** Season Pass digital content (details announced this summer);
- Access to **WWE 2K19** pre-order bonus digital content (playable Rey Mysterio “Royal Rumble 2018” character and playable Ronda Rousey “WrestleMania 34/Roddy Piper-inspired” character);
- Access to **WWE 2K19 Collector’s Edition** digital content (details announced this summer).

About the *WWE 2K19 Collector’s Edition*

Players who purchase the **WWE 2K19 Collector’s Edition** at participating retailers will also 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. The **WWE 2K19 Collector’s Edition** includes the following items:

- Copy of **WWE 2K19 Deluxe Edition**, which includes the following items:
 - Copy of **WWE 2K19** video game with **Deluxe Edition** packaging;
 - Access to **WWE 2K19** Season Pass digital content (details announced this summer);
 - Access to **WWE 2K19** pre-order bonus digital content (playable Rey Mysterio “Royal Rumble 2018” character and playable Ronda Rousey “WrestleMania 34/Roddy Piper-inspired” character);
 - Access to **WWE 2K19 Collector’s Edition** digital content (details announced this summer);
- Premium packaging;
- Exclusive and rare physical collectibles;
- Limited Edition **WWE® SuperCard** content.

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](https://www.facebook.com/wwe2k19), follow the game on [Twitter](https://twitter.com/wwe2k19) and [Instagram](https://www.instagram.com/wwe2k19) using the hashtags #WWE2K19 and #NeverSayNever or subscribe on [YouTube](https://www.youtube.com/wwe2k19). 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).

About WWE

[WWE](http://www.wwe.com), 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](http://www.wwe.com) and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

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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)*

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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 <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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