

## They Will Know Your Name: Giannis Antetokounmpo Becomes First International Star to Net the Cover of NBA 2K

July 2, 2018 12:00 PM ET

*The "Greek Freak" Continues his Journey to Global Stardom with NBA® 2K19 Standard Edition Cover*

NEW YORK--(BUSINESS WIRE)--Jul. 2, 2018-- **2K** today announced that the *NBA® 2K19 Standard Edition* will feature Milwaukee Bucks standout and two-time NBA All-Star Giannis Antetokounmpo on the cover. The first player in NBA history to finish a regular season ranked in the top 20 in total points, rebounds, assists, steals, and blocks, Antetokounmpo has earned the nickname "Greek Freak" for his incredible athletic abilities. Keeping with the *NBA 2K19* creative theme, the cover features key words and phrases which hold significance for Giannis, including "Father's Legacy," "Fear the Deer," "Phenom" and of course "Athens," paying homage to his hometown in Greece.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180702005031/en/>



2K today announced that the NBA(R) 2K19 Standard Edition will feature Milwaukee Bucks standout and two-time NBA All-Star Giannis Antetokounmpo on the cover. The first player in NBA history to finish a regular season ranked in the top 20 in total points, rebounds, assists, steals, and blocks, Antetokounmpo has earned the nickname "Greek Freak" for his incredible athletic abilities. (Photo: Business Wire)

"I am honored to be the first international player featured on the cover of *NBA 2K19*," said Antetokounmpo. "I love playing *NBA 2K* so this means a lot to me. I have worked hard to earn recognition in the NBA and being on the cover of *NBA 2K19* is a dream come true."

Coming from humble beginnings selling watches on the streets of Athens, Antetokounmpo has quickly won over

NBA fans with his tremendous skill and genuine personality. He has also gained the respect of his fellow players, earning multiple honors, including All-Rookie Second Team, NBA All-Defensive Second Team, All-NBA Second Team (twice) and Most Improved Player.

"Giannis is the future of the NBA and his drive and athleticism have made him an undeniable force in the league," said Alfie Brody, Vice President of Marketing for *NBA 2K*. "He's the perfect cover athlete and we're excited to feature him as our very first international cover star, as *NBA 2K* has a strong following with fans all over the world."

Pre-orders for the *NBA 2K19 Standard Edition* include the following digital items:

- 5,000 Virtual Currency;
- 10 MyTEAM packs (delivered one a week);
- 1 Giannis Antetokounmpo Sapphire MyTEAM card.

*NBA 2K19* is the next iteration of the top-rated and top-selling NBA video game simulation series of the past 17 years\*.

Developed by Visual Concepts, 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.

The *NBA 2K19 20<sup>th</sup> Anniversary Edition* will be available on September 7, 2018 for \$99.99 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](#), [YouTube](#), and [Facebook](#) for the latest *NBA 2K19* news.

\*According to 2000 - 2018 [Metacritic.com](http://www.metacritic.com) and [Gamerankings.com](http://www.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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### **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](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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