



## 2K Unveils WWE® 2K14 Cover Art Featuring The Rock®

June 25, 2013

*"The People's Champion" to bring electrifying charisma to the next iteration of WWE video games*

NEW YORK--(BUSINESS WIRE)--Jun. 25, 2013-- [2K](#) today unveiled the **WWE® 2K14** cover art featuring WWE Superstar Dwayne "The Rock"® Johnson. The official reveal, which took place during last night's episode of Monday Night Raw®, showcased cover artwork designed in partnership with "The People's Champion." The cover art reflects The Rock's physicality and signature in-ring pose. To further celebrate, 2K recently launched a [consumer contest](#) for the opportunity to create alternate cover artwork to be included with **WWE 2K14** retail copies.



2K today unveiled the WWE(R) 2K14 cover art featuring WWE Superstar Dwayne "The Rock(R)" Johnson. (Photo: Business Wire)

Developed by Yukes for the Xbox 360® games and entertainment system from Microsoft and PlayStation®3 computer entertainment system, **WWE 2K14** is positioned to be the most electrifying, authentic and comprehensive WWE video game experience to date. **WWE 2K14** is not yet rated by the ESRB and is currently scheduled for release on October 29, 2013 in North America and November 1, 2013 internationally.

For more information on **WWE 2K14** and 2K, visit [www.2k.com](#), [facebook.com/WWEgames](#) and [@WWEgames](#) on Twitter.

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

### About WWE

[WWE](#), 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

"I am exceptionally grateful to be chosen for the cover of **WWE 2K14** and serve as the first cover Superstar under 2K's leadership," said The Rock, one of the most recognizable Superstars in WWE history. "I want the cover of **WWE 2K14** to electrify the people. I want the artwork to stand out and set a new standard for all WWE video games from 2K, both today and in the future."

Widely considered one of the greatest WWE Superstars of all time, The Rock – a third-generation competitor who followed in the footsteps of his father and grandfather – rose to mainstream fame in both tag team and singles action during the late 1990s as part of the company's highly regarded "Attitude Era." His impressive resume currently boasts eight reigns as WWE Champion, in addition to several reigns as WCW Champion, Intercontinental Champion and WWE Tag Team Champion. In recent years, The Rock returned to WWE and spurred several historic moments, including a victory on January 27, 2013 over CM Punk® at Royal Rumble® to win the WWE Championship – his first WWE championship reign in over ten years. He was last in the ring at WrestleMania 29 on April 7, 2013, which saw The Rock in action against his long-standing rival, John Cena®.

"**WWE 2K14** represents a new era of the renowned WWE video game franchise, combining signature gameplay with 2K's commitment to authenticity," said Chris Snyder, Senior Director of Marketing at 2K. "The Rock epitomizes a 2K cover Superstar. His credentials are world-class, and that is something we aspire to capture on both the cover and in the video game."

2K recently announced an original cover artwork contest, where one lucky consumer will have his or her artwork immortalized as an alternate cover distributed inside **WWE 2K14** retail copies. To submit contest entries, consumers will use Twitter to promote their images, with the hashtag #WWE2K14Cover included in their tweets. No purchase necessary. Currently open to legal residents of the 50 U.S. states and D.C., at least 18 years of age. Contest ends at 11:59:59 p.m. ET on July 23, 2013. Void where prohibited. Subject to the official rules, located at [www.2k.com/covercontest](#). A similar contest is also planned for Europe, with details to follow shortly.

2K's lineup of premier sports simulation titles expands with the company's first release in the renowned WWE video game franchise, **WWE 2K14**.

**committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming is broadcast in more than 150 countries and 30 languages and reaches more than 650 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, Miami, London, Mumbai, Shanghai, Singapore, Istanbul and Tokyo.**

**Additional information on WWE (NYSE: WWE) can be found at [www.wwe.com](http://www.wwe.com) and [corporate.wwe.com](http://corporate.wwe.com). For information on our global activities, go to <http://www.wwe.com/worldwide/>.**

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

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 maintaining and renewing key agreements, including television and pay-per-view programming distribution agreements; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company's brands, media and merchandise within those markets; our exposure to bad debt risk; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business; risks relating to increasing content production for distribution on various platforms, including the potential creation of a WWE Network; risks relating to our computer systems and online operations; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; and other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.

#### **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, Irrational Games, 2K Marin, 2K Australia, 2K Czech, Cat Daddy Games and 2K China. 2K's stable of high quality titles includes the critically acclaimed BioShock®, Borderlands™ and XCOM® franchises, the beloved Sid Meier's Civilization series, 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](http://www.2k.com).

\*\*According to 2008 - 2013 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through May 2013.

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#### **About Take-Two Interactive Software**

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, marketer and publisher of interactive entertainment for consumers around the globe. The Company develops and publishes products through its two wholly-owned labels Rockstar Games and 2K. Our products are designed for console systems, handheld gaming 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>.

#### **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," "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 for current and next-generation platforms, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, our ability to raise capital if needed and risks associated with international operations. Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended March 31, 2013, in the section entitled "Risk Factors," 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130625005371/en/>

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