



## 2K and GameStop Announce WWE® SuperToken™ Retail Availability

March 21, 2016

*Biggest mobile game in WWE and 2K history delivers added value through limited edition collectible tokens featuring in-game content*

NEW YORK--(BUSINESS WIRE)--Mar. 21, 2016-- [2K](#) and [GameStop Corp.](#) today announced that **WWE® SuperToken™**, the collectible token series offering in-game content for 2K's popular mobile card-battling game, **WWE SuperCard**, is available now exclusively at GameStop retail locations nationwide.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160321005097/en/>



Offered as a limited edition, WWE SuperToken delivers a power-packed lineup of WWE talent through 10 collectible tokens, including WWE Superstars John Cena, Brock Lesnar, Roman Reigns and Dean Ambrose, as well as WWE Diva Paige. Each collectible token, available for \$6.99, grants three cards in WWE SuperCard: one Ultra Rare card featuring the likeness of the featured WWE Superstar or Diva and two Rare mystery cards. (Photo: Business Wire)

the App Store for iOS devices, including the iPhone, iPad and Pod touch, as well as the Google Play Store and Amazon Appstore for Android devices. The game has exceeded nine million downloads since its initial release and currently has an average rating of 4.5/5 stars on the App Store, as well as a 4/5 rating on Google Play.

For more information on **WWE SuperCard** and 2K, visit [www.2k.com](http://www.2k.com), become a fan on [Facebook](#), follow the game on [Twitter](#) or subscribe on

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"Since its launch in August 2014, **WWE SuperCard** has become the biggest mobile video game in WWE and 2K history, captivating fans with its breadth of collectible cards, as well as variety of quick play and team-based action," said Chris Snyder, Vice President of Marketing at 2K. "Our new partnership with GameStop to deliver limited edition content through **WWE SuperToken** presents exciting opportunities to extend the mobile gameplay experience through a retail platform and reach an even larger audience."

**WWE SuperToken** in-game content is transferred to a mobile device and linked to a user's **WWE SuperCard** account in one of two different ways. Consumers with NFC-enabled technology for Android can tap tokens against their devices to transfer the new cards. Alternatively, both Android and iOS users can utilize QR codes included with each **WWE SuperToken** retail package to acquire the content. In support, **WWE SuperCard** now includes an in-game QR scanner to help facilitate **WWE SuperToken** redemptions via QR code.

"WWE has some of the most spirited fans out there, and their passion for their favorite WWE Superstars and Divas is amplified through the power of video games such as **WWE SuperCard**," said Eric Bright, Senior Director of Merchandising at GameStop. "Having an exclusive partnership with 2K to offer **WWE SuperToken** in our more than 4,000 GameStop stores nationwide allows for gamers everywhere to discover and experience new limited edition content like never before."

### About **WWE SuperCard**

**WWE SuperCard** challenges players to build teams of WWE Superstars, Divas and Legends, train them to full potential, battle in various match types and test their luck in fast-paced tournament action. Featuring more than 800 cards in active play, with each card representing one of eight different rarity levels, **WWE SuperCard** delivers an extensive array of collectible content with high replay value. In addition, players can enhance their free-to-play experience through purchase of individual card packs.

Developed by Cat Daddy Games in conjunction with Visual Concepts, both 2K studios, **WWE SuperCard** is available now for download free of charge on

[YouTube](#).

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

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#### 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 committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming reaches more than 650 million homes worldwide in 25 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 175 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](#) and [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: WWE Network; major distribution agreements; our need to continue to develop creative and entertaining programs and events; the possibility of 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 exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares 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 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 (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 and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

#### About GameStop

GameStop Corp. (NYSE:GME), a Fortune 500 and S&P 500 company headquartered in Grapevine, Texas, is a global, multichannel video game, consumer electronics and wireless services retailer. GameStop operates more than 7,100 stores across 14 countries. The company's consumer product network also includes [www.gamestop.com](#); [www.Kongregate.com](#), a leading browser-based game site; Game Informer® magazine, the world's leading print and digital video game publication; and ThinkGeek, [www.thinkgeek.com](#), the premier retailer for the global geek community featuring exclusive and unique video game and pop culture products. In addition, our Technology Brands segment includes Simply Mac and Spring Mobile stores. Simply Mac, [www.simplymac.com](#), operates 76 stores, selling the full line of Apple products, including laptops, tablets, and smartphones and offering Apple certified warranty and repair services. Spring Mobile, <http://springmobile.com>, sells post-paid AT&T services and wireless products through its 890 AT&T branded stores and offers pre-paid wireless services, devices and related accessories through its 70 Cricket branded stores in select markets in the U.S.

General information about GameStop Corp. can be obtained at the company's corporate website. Follow GameStop on Twitter @ [www.twitter.com/GameStop](#) and find GameStop on Facebook @ [www.facebook.com/GameStop](#).

#### 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™, 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 - 2016 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through February 2016.

#### 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 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>.

#### **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, 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, 2015, including the risks summarized in the section entitled "Risk Factors," the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended December 31, 2015, 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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