



\$1 Million on the Line in WWE® 2K19 Million Dollar Challenge During WrestleMania® Week

April 1, 2019

NXT® TakeOver Pre-Show to Include Event Finale, with Viewing Available Through FOX Sports, NBCUniversal, WWE and 2K Digital Platforms

NEW YORK--(BUSINESS WIRE)--Apr. 1, 2019-- 2K today announced details surrounding activity for the [WWE® 2K19 Million Dollar Challenge](#) – the capstone event for [WWE® 2K19](#), the latest addition to the flagship WWE video game franchise – taking place during WrestleMania® Week. Four finalists from around the world will compete – with support from WWE Superstar coaches Kofi Kingston® and Big E® of The New Day®; Paige®; Ember Moon® and The Miz® – for the opportunity to challenge **WWE 2K19** cover Superstar AJ Styles® to a one-on-one match in the video game with \$1 million on the line.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190401005175/en/>

All **WWE 2K19 Million Dollar Challenge** activities will be hosted throughout the day on Friday, April 5, including:

- **Semifinals:** Taking place at WrestleMania Axxess® at approximately 1:00 p.m. EDT, with competition highlights on [UpUpDownDown™](#), WWE Superstar Xavier Woods®' preeminent gaming YouTube channel, as well as **WWE 2K** on [Facebook](#) and [Twitter](#);
- **Finale:** Taking place during the NXT® TakeOver Pre-Show at Barclays Center in Brooklyn, NY and streamed at approximately 6:30 p.m. EDT on the following digital platforms:
 - FOX Sports digital platforms, including FOXSports.com, FOX Sports App, Caffeine TV, Twitter, Facebook and YouTube;
 - WWE Network and [WWE on YouTube](#);
 - **WWE 2K** on [Facebook](#) and [Twitter](#);
 - The finale can also be watched on-demand on [USANetwork.com](#).

“Embracing ‘Never Say Never’ – the campaign theme for **WWE 2K19**– is exactly what these finalists have accomplished in the virtual ring,” said AJ Styles. “My journey as the game’s cover Superstar has been absolutely incredible, and it’s all now leading to an epic showdown at Barclays Center, with the WWE Universe able to watch all the action in a variety of ways. The **WWE 2K19 Million Dollar Challenge** finale will be nothing short of phenomenal.”

Following the launch of **WWE 2K19** in October 2018, the **WWE 2K19 Million Dollar Challenge** saw fans from around the world – including the Americas, Europe and Asia Pacific – enter the competition. After completing the in-game **WWE 2K19 Million Dollar Tower** and submitting promotional videos highlighting how they could potentially defeat AJ Styles in a one-on-one matchup, Gregory Davis from Jacksonville, Fla.; Stephan T. Benson from Philadelphia, Pa.; David Hoey from Sydney, Australia and Roman Droßard from Pfalzfeld, Germany were selected from all global entries as the competition’s four finalists heading to WrestleMania.

“As WrestleMania approaches, we can’t wait to watch our four finalists compete – with the help of their WWE coaches – for incredible bragging rights and a potential match against AJ Styles on a massive worldwide stage,” said Chris Snyder, Vice President of Marketing for 2K. “The **WWE 2K19 Million Dollar Challenge** is sure to deliver an authentic and action-packed experience; get ready for the ultimate showdown in person or through our offerings with Fox Sports, NBCUniversal, WWE and 2K-owned channels!”

For more information on the **WWE 2K19 Million Dollar Challenge**, please visit www.2k.com/milliondollarchallenge.

2K is a 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’s TV-PG, family-friendly programming can be seen in more than 800 million homes worldwide in 27 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 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 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 Visual Concepts, Firaxis Games, Hangar 13, Cat Daddy Games and newly formed, to-be-named studio in Silicon Valley. 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™ and Battleborn®; the popular WWE® 2K franchise and NBA® 2K, the highest rated* annual sports title of this console generation.

*According to 2008 - 2019 Metacritic.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," "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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