



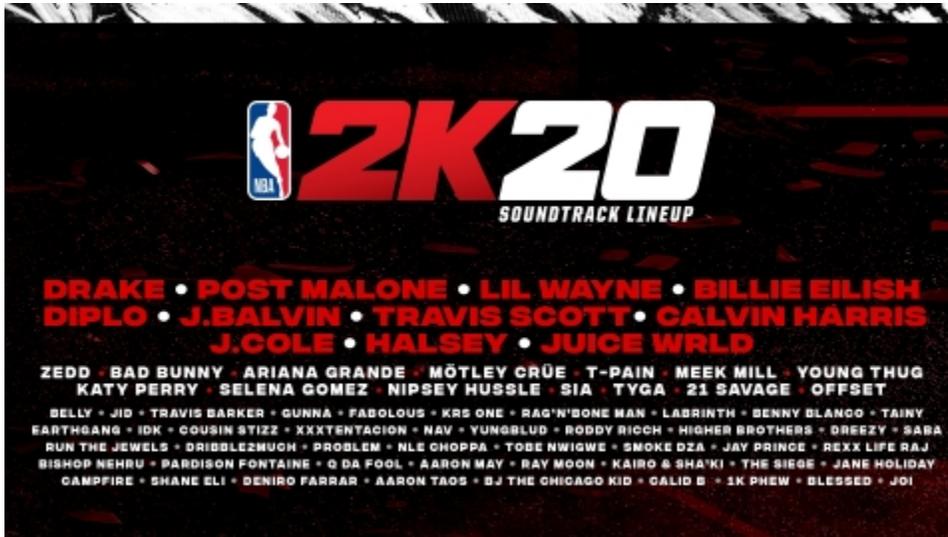
NBA® 2K20 is Changing the Game with a Dynamic Soundtrack Developed in Partnership with UnitedMasters

July 22, 2019

2K partners with industry legend Steve Stoute's latest venture to curate and update soundtrack; Kicks off international search to find "Next" Artists to be featured in NBA 2K20

NEW YORK--(BUSINESS WIRE)--Jul. 22, 2019-- 2K today announced that [NBA® 2K20](#), the next iteration of the top-rated and top-selling NBA video game simulation series of the past 18 years*, is launching their most expansive soundtrack to date with 50 tracks from artists such as Drake, Meek Mill, Billie Eilish, Post Malone and the late Nipsey Hussle.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190722005039/en/>



All of the songs have been chosen by 2K and validated by [UnitedMasters](#), the new industry alternative for independent artists, founded by the legendary music entrepreneur and businessman, Steve Stoute. Additional songs will be dynamically added throughout the year across genres, spanning hip-hop, R&B, electronic, pop and rock. Fans can experience the soundtrack beginning today on Spotify by visiting <https://2kgam.es/2xXSZXK>.

Alongside the new soundtrack, 2K and UnitedMasters are kicking off a global search¹ to discover the hottest new artists and tracks to be added to the game. From August 1st until September 15th, artists can submit their track using the new UnitedMasters app and it will be evaluated by Steve Stoute, 2K, and a star-studded celebrity judging panel. The 10 best tracks will be chosen and added to the soundtrack in a later update.

"NBA 2K has become a centerpiece of culture and sports for the gaming community, with the soundtrack playing a significant role in its success," said Steve Stoute, Founder and CEO of Translation and United Masters. "Artists can now get discovered and launch their careers by having a song featured. UnitedMasters will open that opportunity to independent artists and help curate the next generation of talent. This year's soundtrack will be updated constantly with new exciting music from the next generation rising stars to give you something you never heard before."

"Music is at the core of the **NBA 2K** experience, and each year, we work hard to deliver a soundtrack that reflects basketball culture and inspires 2K players," said Alfie Brody, Vice President of Marketing for **NBA 2K**. "We wanted **NBA 2K20** to showcase the best of the next generation of up-and-coming artists, and our global search with UnitedMasters gives these musicians a platform to reach the 2K community."

The full track list for this year's soundtrack was revealed this weekend at ComplexCon Chicago. At the show, 2K hosted a panel discussing the intersection of hoops, tech, fashion and music. Steve Stoute, along with Paul Rivera, Karl-Anthony Towns, Don C, and NLE Choppa for an insightful conversation on culture and the role that 2K plays.

Developed by Visual Concepts, **NBA 2K20** is E for Everyone by the ESRB. For more information on **NBA 2K20**, please visit <https://nba.2k.com/2k20/>.

Follow [NBA 2K](#) on [Instagram](#), [Twitter](#), [YouTube](#), and [Facebook](#) for the latest **NBA 2K20** news.

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

Online Account (13+) required to access online features. See www.take2games.com/legal and www.take2games.com/privacy for additional details.

¹ The following countries are eligible to participate in the International contest: United States, Canada, United Kingdom, Australia, Spain, Germany, France, China, South Korea, Netherlands, Belgium.

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

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About United Masters

Launched in 2017 by Translation founder and music industry veteran Steve Stoute, UnitedMasters provides a new industry alternative for independent artists. UnitedMasters gives artists access to premium music distribution services, a suite of tools to help them directly connect with fans, and opportunities for unique partnerships with some of the world's biggest brands. The UnitedMasters platform enables artists to operationalize their independence and maximize their creative and economic potential while allowing them to maintain full ownership over their master recording rights.

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. 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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