



“Step Inside” WWE® 2K20 and Experience Franchise Firsts with Cover Superstars Becky Lynch® and Roman Reigns™

August 5, 2019 at 8:00 AM EDT

Women's Evolution inspired 2K Showcase, diversified MyCAREER experience, streamlined controls and debut of WWE 2K20 Originals headline initial product features reveal

NEW YORK--(BUSINESS WIRE)--Aug. 5, 2019-- 2K today announced current *Raw*® Women's Champion Becky Lynch® and WWE Superstar Roman Reigns™ as the cover Superstars for *WWE® 2K20*, the forthcoming release in the flagship WWE video game franchise. Lynch and Reigns will serve as ambassadors for *WWE 2K20*'s worldwide marketing campaign – “Step Inside” – which invites players to enter the world of WWE and face a variety of new and exciting challenges in the virtual ring. *WWE 2K20* is currently scheduled for worldwide release on Tuesday, October 22, 2019 for the PlayStation®4 computer entertainment system and the Xbox One family of devices, including the Xbox One X and Windows PC. Players who purchase the *WWE 2K20 Deluxe Edition* or *Collector's Edition* will receive in-game bonuses, including playable Superstars Chyna, Hulk Hogan, Mankind and The Rock®, in addition to the Standard Edition game.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190805005048/en/>



2K today announced current *Raw*® Women's Champion Becky Lynch® and WWE Superstar Roman Reigns™ as the cover Superstars for *WWE® 2K20*, the forthcoming release in the flagship WWE video game franchise. Lynch and Reigns will serve as ambassadors for *WWE 2K20*'s worldwide marketing campaign – “Step Inside” – which invites players to enter the world of WWE and face a variety of new and exciting challenges in the virtual ring. *WWE 2K20* is currently scheduled for worldwide release on Tuesday, October 22, 2019 for the PlayStation®4 computer entertainment system and the Xbox One family of devices, including the Xbox One X and Windows PC. (Photo: Business Wire)

“My career has been about breaking barriers and doing what nobody else has done before. Being the first female Superstar on the cover of a WWE 2K video game is no exception,” said Becky Lynch.

“As a gamer myself, being on the cover of *WWE 2K20* alongside ‘The Man’ Becky Lynch and joining the likes of Dwayne “The Rock” Johnson and John Cena is a huge career and personal milestone for me,” said Roman Reigns.

WWE 2K20, in direct response to fan feedback, will include several franchise firsts alongside streamlined gameplay and a variety of popular modes. The story-driven, objective-based *2K Showcase: The Women's Evolution* will follow the careers of the

Four Horsewomen – *Raw* Women's Champion Becky Lynch, *SmackDown* Women's Champion Bayley®, Charlotte Flair® and Sasha Banks®. Controls will be streamlined to allow new players to jump into the game more easily, while experienced players will still enjoy a challenge.

In addition, *WWE 2K20* players will be able to compete as both male and female Superstars in MyCAREER and Mixed Tag matches, while last year's popular *WWE Towers* returns with exciting new challenges, including a story-driven Tower centered around the career of Roman Reigns.

The game will also introduce a new service model – *WWE 2K20 Originals* – set to deliver a wealth of 2K Showcase add-on content for player exploration beyond the game's initial launch. Each of the *WWE 2K20 Originals* will present a new playable world and its own unique theme, with more details to be announced in the coming months. *WWE 2K20 Originals* is downloadable content that may require additional purchase.

“Becky Lynch and Roman Reigns embody passion, determination and perseverance, and they're both major game changers within the larger WWE landscape,” said Chris Snyder, Vice President of Marketing for 2K. “They are the spirit of *WWE 2K20*, which is going to introduce changes requested by our fans. They asked for female-driven MyCAREER and 2K Showcase offerings, and we're giving them just that, as well as streamlined controls and our brand new *WWE 2K20 Originals*. We can't wait to reveal more details soon.”

In addition, 2K today announced details surrounding *WWE 2K20* premium product offerings:

About the *WWE 2K20 Deluxe Edition*

Players who purchase the *WWE 2K20 Deluxe Edition*, available in both physical and digital varieties at participating retailers, will receive in-game bonuses for the PS4™ system, Xbox One and Windows PC. Offering more than 35% in savings, the *WWE 2K20 Deluxe Edition* includes the following items:

- Copy of *WWE 2K20* video game with Deluxe Edition packaging;
- Accelerator - Take control of your *WWE 2K20* experience with the Accelerator. Players can gain access to all unlockable content available at launch via the game's Purchasable section and take full control of the overall rankings and attribute levels of all playable characters;
- Kickstart - Get a leg up in your MyCAREER by unlocking and boosting your MyPLAYER ratings and attributes with **25** additional Attribute Points and **8** Additional Skill Points. Plus, get a **25,000** VC starting bonus to unlock more Superstar parts, Moves and more! In addition to this, start with all Boost Slots unlocked plus **15** free Boosts, **2,000** free Tokens and **400** free Deluxe Tokens;

- Complete set of **WWE 2K20** *Originals* content packages (more details to be announced);
- Additional bonus digital content, including playable Superstars Chyna™, in her first WWE 2K appearance, Hulk Hogan, “\$500 Shirt” The Rock®, and Rock ‘n’ Sock Connection Mankind™ (more details to be announced);
- **WWE SuperCard** Limited Edition Cards (included with physical versions only).

About the **WWE 2K20 Collector’s Edition**

Players who purchase the **WWE 2K20 Collector’s Edition** at participating retailers will also receive in-game bonuses for the PS4™ system and Xbox One. Offering more than 40% in savings, the **WWE 2K20 Collector’s Edition** is available in physical format only, features a **20th Anniversary of SmackDown** theme and includes the following items:

- Copy of **WWE 2K20** video game with Collector’s Edition packaging;
- Accelerator - Take control of your **WWE 2K20** experience with the Accelerator. Players can gain access to all unlockable content available at launch via the game’s Purchasable section and take full control of the overall rankings and attribute levels of all playable characters;
- Kickstart - Get a leg up in your MyCAREER by unlocking and boosting your MyPLAYER ratings and attributes with **25** additional Attribute Points and **8** Additional Skill Points. Plus, get a **25,000** VC starting bonus to unlock more Superstar parts, Moves and more! In addition to this, start with all Boost Slots unlocked plus **15** free Boosts, **2,000** free Tokens and **400** free Deluxe Tokens;
- Complete set of **WWE 2K20** *Originals* content packages (more details to be announced);
- Additional bonus digital content, including playable Superstars Chyna™, in her first WWE 2K appearance, Hulk Hogan, “\$500 Shirt” The Rock®, and Rock ‘n’ Sock Connection Mankind™ (more details to be announced);
- Physical collectibles including:
 - Exclusive WWE SmackDown! Ring Skirt Relic Piece (2002-2008)
 - Limited Edition WWE SmackDown! Legend Autographed Plaque (Kurt Angle™, Rey Mysterio® or Edge®)
- **WWE SuperCard** Limited Edition Cards.

About **WWE 2K20**

Developed by Visual Concepts, a 2K studio, **WWE 2K20** is rated T for Teen by the ESRB. **WWE 2K20** is currently scheduled for worldwide release on October 22, 2019 for the PS4™ system, Xbox One and Windows PC. For more information on **WWE 2K20** and 2K, visit www.2k.com, become a fan on [Facebook](#), follow the game on [Twitter](#) and [Instagram](#) using the hashtag #WWE2K20 or subscribe on [YouTube](#).

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 28 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/>.

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; 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 **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

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

All trademarks and copyrights contained herein are the property of their respective holders.

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>.

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.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190805005048/en/>

Source: Take-Two Interactive

Al Stavola
2K
(415) 483-8453
al.stavola@2k.com

Alan Lewis (Corporate Press)
Take-Two Interactive Software, Inc.
(646) 536-2983
alan.lewis@take2games.com

Nathan Rillo
FINN Partners for 2K
(310) 552-4145
nathan.rillo@finnpartners.com

Mark Vasquez
WWE
(203) 352-1521
mark.vasquez@wwe.com