



2K Announces Global Partnership for WWE® 2K20 with The Leukemia & Lymphoma Society®

September 10, 2019

Worldwide video game marketing campaign featuring WWE Superstar Roman Reigns™ set to raise awareness for blood cancer research and treatment

NEW YORK--(BUSINESS WIRE)--Sep. 10, 2019-- 2K announced today that the Company will partner with The Leukemia & Lymphoma Society® (LLS) as part of its [WWE® 2K20](#) global marketing campaign, to support breakthrough blood cancer research to advance lifesaving treatments and critical support for patients and their families. The partnership aligns with 2K's selection of **WWE 2K20** cover Superstar and leukemia survivor Roman Reigns™, while delivering a groundbreaking new platform for awareness, education and support. **WWE 2K20** is currently scheduled for worldwide release on October 22, 2019.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190910005192/en/>



Utilizing its extensive social media presence, 2K will issue a call-to-action via the [WWE Games Twitter](#) account, urging consumers to retweet and spread the LLS message and donation link. For each retweet, 2K will donate \$2.00 to LLS, up to \$500,000.00.* Consumers will not be required to make a purchase or donation but will simply be doing their part to encourage others to get involved and consider donating, volunteering time or becoming a social ambassador. In addition to its financial commitment to LLS, 2K will also provide copies of Company-published video games to blood cancer patients, coordinate visits with 2K personnel and WWE Superstars to hospital partners of LLS, host LLS personnel, patients and their families at upcoming **WWE 2K20** promotional events, and more.

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WWE 2K20 will shine a spotlight on Reigns as part of its emerging **2K Towers** mode. Now in its sophomore year for the franchise, **2K Towers** invites players to take a WWE Superstar or created MyPLAYER into one of several different towers, each with a unique gauntlet of matches that boast different challenges, match

stipulations and player modifications. In **2K Tower: Roman's Reign**, they will follow "The Big Dog" through his early days with WWE, including his time as a member of The Shield to his rivalries with Brock Lesnar®, John Cena®, Undertaker® and more. Overall, players will compete in 16 matches and live out key chapters in Reigns' impressive WWE career.

"Partnering with The Leukemia & Lymphoma Society, the global non-profit leader in the fight against blood cancers, is a natural extension of our **WWE 2K20** relationship with WWE and Roman Reigns and an opportunity for us to give back to the community, raise awareness and join the fight to find a cure," said Chris Snyder, Vice President of Marketing for 2K. "Roman's strength and perseverance to win his battle with leukemia is truly inspiring to all of us, and we are proud to feature him on both the cover of **WWE 2K20** and through a dedicated **2K Tower** celebrating his incredible career journey."

"As an organization founded 70 years ago by a family who lost their 16-year-old son to leukemia, we are committed to finding cures and helping families affected by cancer, through our investment in research, free patient support services and financial support, and by advocating for laws that provide access to quality, affordable care," explains Louis J. DeGennaro, PhD, LLS president and CEO. "We are pleased to reach a new generation of families through this exciting partnership with 2K and we are grateful for their support of our quest to end blood cancers."

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 PlayStation®4 computer entertainment system, Xbox One family of devices, including the Xbox One X, as well as 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](#).

*Starts on September 10, 2019 and ends on October 22, 2019 or the date when the Maximum Donation is reached, whichever occurs first ("Program

Period"). Sponsor will donate \$2.00 (US) to The Leukemia & Lymphoma Society® (LLS) (a non-for-profit corporation) for each retweet of the Program Tweet (each an "Action") up to a total maximum of \$500,000 Dollars (US).

About 2K

Founded in 2005, 2K develops and publishes global interactive entertainment for console and handheld gaming systems, personal computers and mobile devices, with product availability including physical retail and digital download. The Company is home to many talented development studios, including Visual Concepts, Firaxis Games, Hangar 13, Cat Daddy Games and 2K Silicon Valley. 2K's portfolio currently includes the renowned *BioShock*®, *Borderlands™*, *Mafia* and *XCOM*® franchises; *NBA*® 2K, the global phenomenon and highest rated** annual sports title for the current console generation; the critically acclaimed *Sid Meier's Civilization*® series; the popular *WWE*® 2K and *WWE*® *SuperCard* franchises, as well as emerging properties *NBA*® 2K *Playgrounds 2*, *Carnival Games* and more. Additional information about 2K and its products may be found at 2k.com.

**According to 2008 - 2019 Metacritic.com

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

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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. We develop and publish products through our labels Rockstar Games, 2K, and Private Division, as well as 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.

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 the Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society © (LLS) is the world's largest voluntary health agency dedicated to fighting blood cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care.

Founded in 1949 and headquartered in Rye Brook, NY, LLS has chapters throughout the United States and Canada. To learn more, visit www.LLS.org. Patients should contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 9 p.m. ET.

For additional information visit lls.org/lls-newsnetwork. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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