



## 2K Announces \$500,000 Donation to The Leukemia & Lymphoma Society®

November 26, 2019

NEW YORK--(BUSINESS WIRE)--Nov. 26, 2019-- 2K today announced that the Company will donate \$500,000 to The Leukemia & Lymphoma Society® (LLS) as the culmination of a partnership and fan activation surrounding the launch of [WWE® 2K20](#) earlier this fall. The donation will support breakthrough blood cancer research to advance lifesaving treatments and critical support for patients and their families.

2K announced a partnership with LLS in September, aligning with the Company's selection of [WWE 2K20](#) cover Superstar and leukemia survivor Roman Reigns™. The combined efforts of 2K, WWE and Reigns will support LLS's mission, including its new Children's Initiative, a comprehensive effort to take on pediatric cancer through more research grants and expanded free education and support services. 2K issued a call to action via the [WWE Games Twitter](#) account, urging consumers to retweet and spread the LLS message, as well as the donation link, with a maximum donation commitment of \$500,000. The Company is happy to now confirm that the maximum amount of \$500,000 will be donated.

"We are proud of the support our fans have shown to The Leukemia & Lymphoma Society," said Chris Snyder, Vice President of Marketing for 2K. "With their retweets and personal contributions, our partnership with this great patient advocacy organization enables us to give back in a meaningful way and help save lives."

In addition to its financial commitment, 2K will provide copies of Company-published video games to blood cancer patients, as well as coordinate visits with 2K personnel and WWE Superstars to LLS hospital partners. 2K previously hosted LLS leaders, patients and their families at a [WWE 2K20](#) promotional event in Las Vegas in October, giving them an opportunity to play [WWE 2K20](#) prior to its release. The attendees also met several WWE Superstars, including [WWE 2K20](#) cover Superstars Roman Reigns and Becky Lynch @.

"I was honored to be among the first to preview this exciting new [WWE 2K](#) offering, and to personally thank 2K's executives for their support for LLS," stated Louis J. DeGennaro, PhD, LLS President and Chief Executive Officer. "We are grateful to our partners at WWE and Roman Reigns for introducing us to 2K and their legions of fans, as we aim to create widespread awareness for our mission, and our significant investment in cutting-edge research to advance new treatments and cures for cancer patients, including children with cancer and their parents."

Developed by Visual Concepts, a 2K studio, [WWE 2K20](#) is rated "T" for Teen by the ESRB. [WWE 2K20](#) is now available worldwide 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](#).

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 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 [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: entering, maintaining and renewing major distribution and event agreements; WWE Network (including the risk that we are unable to attract, retain and renew subscribers); 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 including possible disruptions and reputational risks; 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 alleging traumatic brain injury; 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; privacy norms and regulations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our indebtedness including our convertible notes; 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 volatility 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 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>.

### **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](http://2k.com).

\*According to 2008 - 2019 [Metacritic.com](http://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.

### **About the Leukemia & Lymphoma Society**

The Leukemia & Lymphoma Society® (LLS) is a global leader in the fight against 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](http://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](http://lls.org/lls-newsnetwork). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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