



2K and UnitedMasters Reveal 10 Artists Joining NLE Choppa and Tobe Nwigwe on the NBA 2K20 In-Game Soundtrack

December 17, 2019

Artists' original tracks selected by music industry legend Steve Stoute and NBA All-Star Kevin Durant now featured on NBA 2K20 soundtrack

NEW YORK--(BUSINESS WIRE)--Dec. 17, 2019-- 2K and UnitedMasters today announced the 10 winners of a global contest who will have their songs added to the **NBA 2K20** in-game soundtrack. Announced in July, the contest gave artists from around the world the chance to submit songs to UnitedMasters for the opportunity to be featured on the in-game soundtrack. This is the first-time users and fans of **NBA 2K** have been able to submit their own music to be included in an official soundtrack for the video game.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20191217005138/en/>

"2K is proud to be a leading music platform for established and up-and-coming artists," said Alfie Brody, vice president of marketing for **NBA 2K**. "We strongly feel that music is integral to the **NBA 2K** experience and we are excited to offer our players a dynamically updated in-game soundtrack, which now includes these aspiring artists."

The contest received over 10,000 song submissions from artists throughout the world. 2K and UnitedMasters narrowed the tracks down to a top-25 list with Steve Stoute, UnitedMasters Founder and CEO, and 10x NBA All-Star and 2x NBA Champion, Kevin Durant, selecting the 10 winners to be added to the game.

"The **NBA 2K** soundtrack consistently showcases the best artists, and we're excited that these UnitedMasters artists have the opportunity to bring their music to millions of new listeners. We expect that this is just the beginning for these talented musicians," said Steve Stoute, founder and CEO of UnitedMasters. "We're very proud to work with such a culturally significant and influential game like **NBA 2K** to showcase these artists and can't wait for the millions of gamers to hear the next generation of music talent."

"Music and basketball were always an important part of my life. I think what Steve is doing at UnitedMasters is amazing. If I can help put these talented artists with **NBA 2K** then it's all come full circle to music and ball for me," said Kevin Durant.

Upon hearing he would be featured on the soundtrack, UM Artist Quantrelle added, "I thought it was dope because I planned on using a different distribution service to get my music out, but management suggested UnitedMasters and to see what they have done with 'Momentum' is a true testament on how UnitedMasters can help propel your career."

UM Artist Fourtee reacted upon hearing the news said, "Honestly, it was an out of body experience. It felt unreal, but thank God I have really high expectations for my music."

The launch track list for this year's in-game soundtrack was revealed in July at ComplexCon in Chicago and is available to enjoy in-game and on [Spotify](#). In addition to these 10 songs, the soundtrack will continue to be dynamically updated with new tracks over the coming months.

Following are the winning artists/songs and a behind-the-scenes video about the selection process and artists that can be viewed here: <https://youtu.be/ePVQQgR8stc>.

- 570JV - "My Soul";
- Anonymuz - "Rockstar";
- AkinG Kalld Pedro - "Traffic Jam";
- Bravo - "Diamonds";
- Fourtee - "Freeze";
- Lee Bezel - "Big Duffy";
- Q - "I Might Slip Away If I Don't Feel Nothing";
- Quantrelle - "Momentum";
- Rif - "Kites";
- Swoosh God - "Just Do It".

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

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>.

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, 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

About UnitedMasters

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.

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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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