



NFL and 2K Announce Partnership to Produce Multiple New Video Games

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Leaders in sports and gaming revive a partnership for the first time since 2004, with non-simulation football game experiences that will launch starting in 2021

NEW YORK--(BUSINESS WIRE)-- The National Football League (NFL) and 2K today announced a multi-year partnership encompassing multiple future video games. The partnership marks the return of football-themed games to 2K's stable of notable sports titles and original IP, as well as an expansion of video game properties for the NFL. Financial terms were not disclosed.

The games will be non-simulation football game experiences. While specific game titles, developers and release dates will be announced at a later date, 2K confirmed the projects are in early development and will launch starting in calendar year 2021, during Take-Two's fiscal year 2022.

"The NFL is one of the most successful sports brands in the world, known for creating incredible entertainment for fans," said David Ismailer, President of 2K. "We're thrilled to be back in business with the NFL in a partnership that will span multiple video games centered on fun, approachable and social experiences. It's exciting to bring together 2K's expertise in creating award-winning sports games with the NFL's renowned status as a world-class entertainment and sports organization."

A leading developer and publisher of global interactive entertainment based in Novato, Calif., 2K previously published the popular and critically-acclaimed *NFL 2K* franchise, which ran from 1999 to 2004, through the Company's 2K Sports label. Other 2K-published games include the top-selling and top-rated NBA video game simulation series *NBA@2K*, as well as *WWE@2K*, *The Golf Club 2019 Featuring PGA TOUR@*, *Borderlands™*, *BioShock@*, *Mafia@*, *Sid Meier's Civilization@* and *XCOM@*.

"Expanding the NFL's presence in the world of gaming has become a focus for the League as we look to grow the next generation of our fanbase and reviving our partnership with 2K was a natural step in that effort," said Joe Ruggiero, Senior Vice President of Consumer Products at the NFL. "2K is a worldwide leader in sports video games, with a proven track record of creating best-in-class and award-winning games and we look forward to sharing more about the projects we are working on with them in the future."

Today's NFL partnership announcement follows several recent growth updates from the publisher and its development studios.

"It's an exciting time for 2K and our fans," said Ismailer. "We're growing our sports offerings and building on our core games with new IP, as well as continued support of award-winning franchises, all with the goal of giving our fans more amazing games and entertainment for years to come."

For more information on 2K, visit [2K.com](http://2k.com), become a fan on [Facebook](https://www.facebook.com/2k), follow the company on [Twitter](https://twitter.com/2k) and [Instagram](https://www.instagram.com/2k) or subscribe on [YouTube](https://www.youtube.com/2k).

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. The Company develops and publishes 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, 31st Union and Cloud Chamber. 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 – 2020 [Metacritic.com](http://www.metacritic.com)

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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," "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 for the fiscal year ended March 31, 2016, including the risks summarized in the section entitled "Risk Factors," 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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