



## 2K Announces Partnership with OneTeam Partners & the NFL Players Association

July 30, 2020

*Multiple NFL video games in development to include football's most prominent star players*

*OneTeam Partners plays leading role in player-driven partnership*

NEW YORK--(BUSINESS WIRE)--Jul. 30, 2020-- 2K, OneTeam Partners (OneTeam) and the National Football League Players Association (NFLPA), today announced a partnership that will allow the label to include National Football League (NFL) players in multiple football games in development and set to launch starting in calendar year 2021, during Take-Two Interactive's fiscal year 2022.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200730005260/en/>

The partnership will grant 2K the right to feature the names, numbers, images and likenesses for over 2,000 current NFL players. OneTeam, the NFLPA's group licensing representative, facilitated the deal. Financial terms were not disclosed.

"We're thrilled to be working with the NFLPA and OneTeam to bring the biggest and best stars in football to the games we're working on," said David Ismaier, President of 2K. "We want to give fans experiences that are authentic, memorable and fun, and having a roster of real-life sports heroes through the Players Association and OneTeam is a huge part of delivering on that promise."

"2K has a proven track record of high-profile and successful business relationships with other sports leagues, professional athletes and their collective fans," said Steve Scebelo, Interim President of NFL Players Inc., the marketing and licensing arm the NFLPA. "The label makes some of the best sports video games in the world, and we look forward to working with 2K, our players and OneTeam on future projects."

"Sports video gaming is a massive growth category, and the partnership between the NFLPA and 2K presents an opportunity not only to excite current gamers but also reach untapped future audiences," said Ahmad Nassar, CEO of OneTeam Partners. "Our role is to bring together strong collective rights that can be supported by the most innovative and creative businesses, benefiting all stakeholders. We are pleased to be a part of this important partnership."

2K's NFL games will be non-simulation football game experiences, and are currently in early stages of development. Specific game titles, developers and release dates will be announced at a later date.

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. We develop and publish products principally through Rockstar Games, 2K, Private Division, and Social Point. 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, 31<sup>st</sup> 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](http://2k.com).

\* According to 2008 – 2020 [Metacritic.com](http://www.metacritic.com)

### About OneTeam Partners

Formed in November 2019, OneTeam Partners is a joint venture between the National Football League Players Association (NFLPA), Major League Baseball Players Association (MLBPA) and RedBird Capital. OneTeam helps athletes maximize the value of their name, image and likeness rights by transforming the way in which athletes interact with businesses across four verticals: group licensing, athlete marketing, content and venture investing. OneTeam represents a range of commercial business interests on behalf of the NFLPA, MLBPA, Major League Soccer Players Association, United States Women's National Team Players Association, Women's National Basketball Players Association, and United States Rugby Players Association.

## About the NFL Players Association

The National Football League Players Association is the union for professional football players in the National Football League. Established in 1956, the NFLPA has a long history of assuring proper recognition and representation of players' interests. The NFLPA has shown that it will do whatever is necessary to assure that the rights of players are protected—including ceasing to be a union, if necessary, as it did in 1989. In 1993, the NFLPA again was officially recognized as the union representing the players and negotiated a landmark Collective Bargaining Agreement with the NFL. The current CBA will govern the sport through the 2030 NFL season.

## About NFL Players Inc.

NFL Players Inc., the licensing and marketing arm of the NFLPA, connects businesses to the power of NFL players. NFL Players Inc. creates customized business solutions for partners, through licensing, marketing strategy and player activations. For more information, please visit [nflpa.com/players](http://nflpa.com/players).

## 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](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.

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