



Answer The Call: NBA All-Star Devin Booker Unveiled as NBA® 2K23 Cover Athlete

July 7, 2022

Newest editions of the award-winning basketball sports video game recognize a lineup of inspirational players from around the game and introduce the most exclusive edition yet

NEW YORK--(BUSINESS WIRE)--Jul. 7, 2022-- 2K today revealed the full roster of cover athletes for **NBA® 2K23**, the latest iteration of the top-rated and top-selling NBA video game simulation series of the past 21 years*. Phoenix Suns' shooting guard, three-time NBA All-Star, and 2021-22 Kia All-NBA First Team selection, Devin Booker, is featured on this year's **Standard Edition** and cross-gen **Digital Deluxe Edition**. The iconic Michael Jordan – a six-time NBA Champion and five-time Kia NBA Most Valuable Player and known as one of the greatest basketball players of all time – appears on the **NBA 2K23 Michael Jordan Edition** and the brand-new **NBA 2K23 Championship Edition**.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220707005192/en/>



"It's a dream come true to see myself on the cover of **NBA 2K**," said Devin Booker. "I've been a huge **NBA 2K** fan since I was a kid, and it's surreal to finally join the exclusive club of basketball greats who've been cover athletes. I'm also honored to share this year's covers with the iconic Michael Jordan, who changed the game for all players who came after him, as well as two of the all-time WNBA GOATs, Diana Taurasi and Sue Bird, who continue to make a huge impact on the game."

This year, **NBA 2K23** will offer four editions of the game in an array of digital and physical formats: a **Standard Edition**, a cross-gen **Digital Deluxe Edition**, a **Michael Jordan Edition** and an all-new, exclusive **Championship Edition**, which includes a 12-month subscription to NBA League Pass. All editions of **NBA 2K23** are available for pre-order** now and will release worldwide on September 9:

- The **Standard Edition** will be available for \$59.99*** on PlayStation® 4 (PS4™), Xbox One, Nintendo Switch, and PC and \$69.99*** on PlayStation® 5 (PS5™)

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and Xbox Series X|S. Additionally, a special version of the **Standard Edition**, recognizing the cross-section of music and basketball culture, is planned for later this Fall. More information will be shared in the coming months;

- The **Digital Deluxe Edition** will be available for \$79.99*** and grants players access to the **Standard Edition** across both generations of gaming within the same PlayStation and Xbox consoles; along with MyTEAM content, including 10K MyTEAM Points; 10 MyTEAM Tokens; 23 MyTEAM Promo Packs; Cover Star Players: Sapphire Devin Booker, Ruby Michael Jordan; Free Agent Option Pack; 1 Diamond Jordan Shoe (non-auctionable); and 1 Ruby Coach Card Pack; as well as MyCAREER content, including 10x 6 types of MyCAREER Skill Boosts; 10x 3 types of Gatorade Boosts; 2-hour Double XP Coin; 4x MyCAREER T-Shirts; Backpack; Custom Design Cover Star Skateboard; and Arm Sleeves;
- The **Michael Jordan Edition** will be available for \$99.99*** on PS4, PS5, Xbox One, Xbox Series X|S, Nintendo Switch, and PC, and features 100K Virtual Currency in addition to the MyTEAM and MyCAREER content included in the **Digital Deluxe Edition**;
- The brand new **Championship Edition** will be available for \$149.99*** on PS4, PS5, Xbox One, Xbox Series X|S, and PC and includes a 12-month subscription to NBA League Pass****; 10% XP Boost on MyTEAM Season Progression; 10% XP Boost on MyCAREER Season Progression; and exclusive Michael Jordan-themed Go-Kart available at launch, in addition to the 100K Virtual Currency, MyTEAM, and MyCAREER content included in the **Michael Jordan Edition**. This edition will

have limited availability and the digital version will only be available for pre-order. Physical versions will be available in select regions and select retailers while stocks last****.

- Dual-gen access is included for the **Digital Deluxe Edition**, the **Michael Jordan Edition**, and the **Championship Edition** for the PS4, PS5, Xbox One, and Xbox Series X|S platforms and provides a version of the game on each console generation within the same console family.

"It was only fitting for Michael Jordan and Devin Booker to be the **NBA 2K23** global cover stars," said Alfie Brody, Vice President of Global Marketing Strategy at **NBA 2K**. "Michael established himself as one of the greatest athletes in history, and his generational impact on the game is remarkable. MJ's accomplishments, along with Devin Booker's young, yet already outstanding career, will continue to inspire basketball fans around the world for years to come. It also goes without saying that this year's **WNBA** cover celebrates two of the most outstanding players in the league, Diana Taurasi and Sue Bird, who continue to make their mark on basketball history."

In the U.S. and Canada, players can also purchase a limited version of the **WNBA Edition** as a GameStop exclusive, featuring Phoenix Mercury's two-time Kia WNBA Finals MVP, three-time WNBA Champion, WNBA all-time leading scorer, and five-time Olympic gold medalist, Diana Taurasi, along with Seattle Storm's four-time WNBA Champion, thirteen-time WNBA All-Star, WNBA all-time assists leader, and five-time Olympic gold medalist, Sue Bird. The **WNBA Edition** will also include Sue Bird and Diana Taurasi's **WNBA** jerseys as in-game bonus content****. Additionally, **NBA 2K** is partnering with [Every Kid Sports](#) to support greater representation of women in basketball with a \$100,000 donation, providing the registration fees for over 550 girls to participate in youth sports across the country.

Visit the [NBA 2K23 official website](#) for a full breakdown of the SKU details and more information on the cover athletes showcased across this year's editions of the game.

Stay tuned for additional announcements about the latest on **NBA 2K23**, including first looks and features on gameplay, live services updates, the upcoming soundtrack, and more.

Developed by Visual Concepts, **NBA 2K23** is rated E for Everyone from the ESRB. For more information on **NBA 2K23**, please visit <https://nba.2k.com/2k23/>.

Follow **NBA 2K** on [TikTok](#), [Instagram](#), [Twitter](#), [YouTube](#), and [Facebook](#) for the latest **NBA 2K23** news.

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** Pre-order availability for the Nintendo Switch version of **NBA 2K23** may vary.

*** Based on 2K's suggested retail price. Actual retail price may vary. See local retailers for more info.

**** Offer only available with purchases of the **NBA 2K23 Championship Edition**. **Championship Edition (Digital)** only available for pre-order. The **Championship Edition (Physical)** will be available in select regions and select retailers while stocks last. Pre-order to guarantee a copy. Not available on Nintendo Switch. **NBA League Pass** code will be delivered to the email address associated with the **NBA 2K** Account with which the **Championship Edition Bonus Content** was redeemed within 5 days of redemption (but no earlier than September 27, 2022) and must be redeemed by December 31, 2022. **NBA League Pass** valid for 12 months from redemption and auto-renews monthly unless cancelled prior to renewal date at the then-current published MSRP for **NBA League Pass** in your territory. Availability restrictions apply. See nba.2k.com/2k23/league-pass for full terms, availability, redemption and cancellation instructions.

***** For digital orders, bonus content will be automatically entitled in game. For physical orders, bonus content will be redeemed in-game via code in box.

About 2K

Founded in 2005, 2K develops and publishes interactive entertainment for video game consoles, 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, Cloud Chamber and HB Studios. 2K's portfolio currently includes several AAA, sports and entertainment brands, including global powerhouse **NBA@2K**; renowned **BioShock@**, **Borderlands@**, **Mafia**, **Sid Meier's Civilization@** and **XCOM@** brands; popular **WWE@2K** and **WWE@ SuperCard** franchises; as well as the critically and commercially acclaimed **PGA TOUR@2K**. Additional information about 2K and its products may be found at 2K.com and on the Company's official social media channels.

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 principally through Rockstar Games, 2K, Private Division, and Zynga. Our products are currently designed for console gaming systems, PC, and Mobile 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.

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This press release contains "forward-looking statements" as that term is defined under the Private Securities Litigation Reform Act of 1995 and other securities laws. For these statements, Take-Two claims the protection of the safe harbor for forward-looking statements contained in Section 27A of

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