



NBA® 2K23 Celebrates the Intersection of Music and Basketball Culture with All-New MyCAREER Experience and J. Cole GameStop Exclusive DREAMER Edition Cover for PS5 and Xbox X|S

September 1, 2022

Check out the all-new NBA® 2K23 MyCAREER storyline in the [reveal trailer](#), featuring Grammy Award winning multi-platinum hip-hop artist J. Cole, and [Dreamville's](#) Bas and Elite

Globally-sourced soundtrack features artists such as Polo G, CKay, Jackson Wang and more, with expansions and record label partnerships across Seasons

NEW YORK--(BUSINESS WIRE)--Sep. 1, 2022-- 2K today revealed details about the all-new MyCAREER experience in [NBA® 2K23](#) on Next Gen that includes the largest and most involved storyline in franchise history. The story kicks off after the NBA Draft and challenges players to balance their performance in the NBA, while navigating their off-court career through music, fashion, and business. Among a rich cast of characters and cameos, MyCAREER will feature Dreamville musicians Elite and Bas as they help players befriend J. Cole and capture the hearts and minds of The City.*

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20220901005296/en/>



J. Cole was also revealed as the cover star for the **NBA 2K23 DREAMER Edition** dropping this fall for PlayStation® 5 and Xbox Series X|S. Exclusively available at GameStop in the U.S. and Canada, the **NBA 2K23 DREAMER Edition** adds to J. Cole's already standout accomplishments as a Grammy Award winning multi-platinum hip-hop artist and certified baller. Visit the [NBA 2K23 official website](#) for all the details.

"NBA 2K has long been a place to discover new musical talent through their game and continues to be a gold standard for showcasing all things basketball culture," said J. Cole. "It's been an amazing journey to not only appear on a cover of this year's game, but to be part of the MyCAREER storyline, soundtrack and bring the DREAMER brand into NBA 2K. There's also more to come, so watch out for all things Dreamville and DREAMER brand drops during Seasons and for Bas and Elite in this year's MyCAREER story."

"The sheer scale, depth and talent featured in this year's MyCAREER creates an unparalleled experience within NBA 2K23,"

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said Alfie Brody, Vice President of Global Marketing Strategy at NBA 2K. "At the top of that list of talent is our first cover star who truly sits at the intersection of basketball and music. Bringing a visionary like J. Cole and DREAMER into the creative process for both the game and the soundtrack showcases the pillar of culture that NBA 2K23 has become."

Additionally, the **NBA 2K23** soundtrack will feature a collection of globally renowned artists at launch, including "TITANIC (feat. **Rich Brian**)" by **Jackson Wang**, "Rucón" by **Alemán**, "West Like (feat. **Kalan.FrFr**)" by **Destiny Rogers**, "The Matrix" by **Ski Mask the Slump God**, "Surround Sound (feat. **21 Savage & Baby Tate**)" by **JID**, "Wants and Needs (feat. **Lil Baby**)" by **Drake**, "Nail Tech" by **Jack Harlow**, "Megan's Piano" by **Megan Thee Stallion**, "No Trends" by **Mike Dimes**, "Que Oso" by **Snow Tha Product**, "Rapstar" by **Polo G**, "love nwantiti (ah ah ah) [feat. **Joeboy & Kuami Eugene**] [Remix]" by **CKay**, and many more. With three new tracks dropping every Friday, the **NBA 2K23** soundtrack will feature a variety of artists, along with record label partnerships and integrations throughout Seasons.

Stay tuned for more news next week, including new details about The City on September 7, ahead of the **NBA 2K23** worldwide launch on September 9.

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.

2K is a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO).

**The Next Gen MyCAREER experience is only available on the new-generation version of NBA 2K23 for PlayStation 5 or Xbox Series X|S.*

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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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: risks relating to our combination with Zynga; the uncertainty of the impact of the COVID-19 pandemic and measures taken in response thereto; the effect that measures taken to mitigate the COVID-19 pandemic have on our operations, including our ability to timely deliver our titles and other products, and on the operations of our counterparties, including retailers and distributors; the effects of the COVID-19 pandemic on both consumer demand and the discretionary spending patterns of our customers as the situation with the pandemic continues to evolve; the risks of conducting business internationally; the impact of changes in interest rates by the Federal Reserve and other central banks, including on our short-term investment portfolio; the impact of inflation; volatility in foreign currency exchange rates; our dependence on key management and product development personnel; our dependence on our *NBA 2K* and *Grand Theft Auto* products and our ability to develop other hit titles; our ability to leverage opportunities on PlayStation®5 and Xbox Series X|S; 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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