



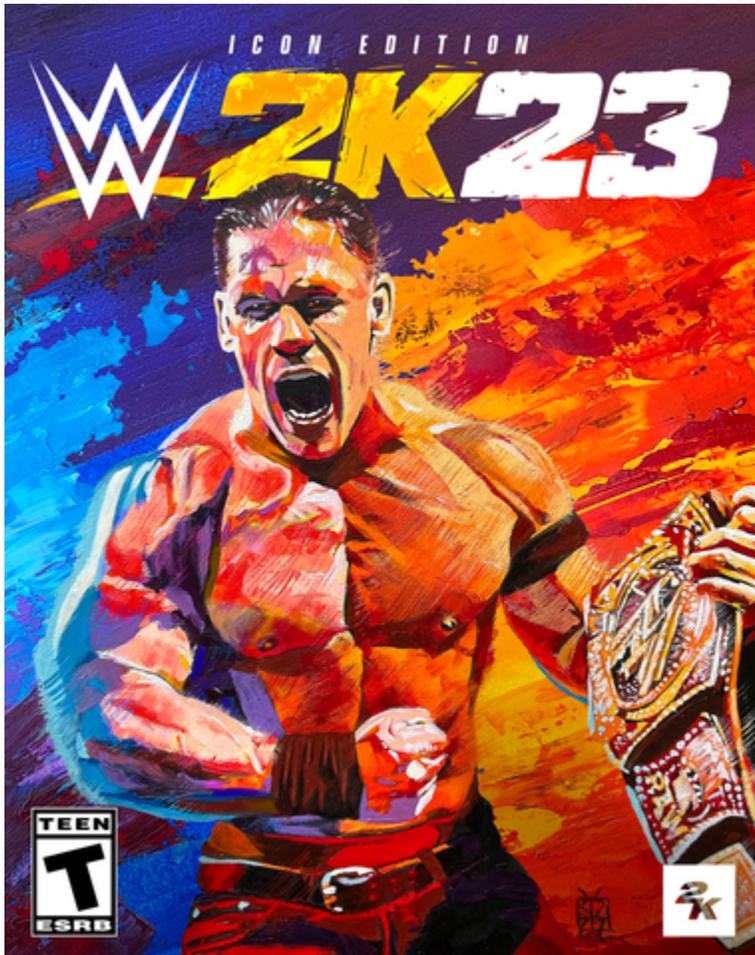
The Champ is Here: WWE® 2K23 is Even Stronger with John Cena at the Helm

January 23, 2023

Featuring music megastar Bad Bunny Bonus Pack, enhanced gameplay, a unique twist on Showcase, all-new WarGames, advancements in MyGM and MyFACTION, and more

NEW YORK--(BUSINESS WIRE)--Jan. 23, 2023-- Today, 2K announced [WWE® 2K23](#), the newest installment of the flagship WWE video game franchise developed by Visual Concepts, will be coming soon for PlayStation®5 (PS5™), PlayStation®4 (PS4™), Xbox Series X|S, Xbox One, and PC via Steam. In celebration of his 20th anniversary as a WWE Superstar, 16-time World Champion, Hollywood icon, record-setting philanthropist, and **WWE 2K23** Executive Soundtrack Producer, **John Cena**, will be featured on the cover of each edition of the game, striking three of his signature poses. Global music phenom **Bad Bunny** - Billboard's Top Artist of the Year and one of the most streamed artists in the world for 2022 - will also make his WWE 2K debut*.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230123005210/en/>



WWE 2K23 features several franchise advancements, including a unique new take on the 2K Showcase, the **WWE 2K** introduction of the fan-favorite WarGames, and expansions to several marquee game modes. In addition, fans can also look forward to a deep roster of WWE Superstars and Legends including Roman Reigns, “American Nightmare” Cody Rhodes, Ronda Rousey, Brock Lesnar, “Stone Cold” Steve Austin, and more. Incredibly realistic graphics, animations, camera angles and lighting, plus accessible controls and a new optional pinning mechanic will add to the highly immersive experience. **WWE 2K23 Deluxe Edition** and **Icon Edition** are scheduled for worldwide release on Tuesday, March 14, 2023 via Early Access, followed by the **Standard Edition** and **Cross-Gen** on Friday, March 17, 2023.

“It is a pleasure to tell the story of my career through the **WWE 2K23** Showcase,” said John Cena. “2K has done a fantastic job capturing and invigorating the **WWE 2K** franchise through this concept, and I am honored to grace the cover of **WWE 2K23**.”

“Much like our cover Superstar John Cena, the Visual Concepts team didn’t back down from the challenge to prove that the quality of the **WWE 2K** franchise is here to stay,” said Greg Thomas, President at Visual Concepts. “**WWE 2K23** takes a winning formula and adds so much more. We’re especially excited to see how fans react to the 2K Showcase and WarGames.”

WWE 2K23 features several hallmarks of the franchise, as well some new additions and twists on fan favorites:

- **2K Showcase Starring John Cena:** Conquering John Cena in the ring is an accolade few Superstars can claim. In an unprecedented twist on the 2K Showcase, players will step into the boots of several of Cena’s toughest competitors with one goal in mind: defeat the man who will “Never Give Up.” Spanning his 20-year WWE career and narrated by Cena himself, this interactive sports entertainment documentary uses 2K’s unique Slingshot Tech for a seamless transition from gameplay to live-action footage to bring pivotal moments in each match to life;
- **WarGames:** The fan-favorite, chaotic and action-packed WarGames makes its debut in **WWE 2K23** and delivers

Today, 2K announced **WWE® 2K23**, the newest installment of the flagship WWE video game franchise developed by Visual Concepts, will be coming soon for PlayStation®5 (PS5™), PlayStation®4 (PS4™), Xbox Series X|S, Xbox One, and PC via Steam. In celebration of his 20th anniversary as a WWE Superstar, 16-time World Champion, Hollywood icon, record-setting philanthropist, and **WWE 2K23** Executive Soundtrack Producer, John Cena, will be featured on the cover of each edition of the game, striking three of his signature poses. Global music phenom Bad Bunny - Billboard's Top Artist of the Year and one of the most streamed artists in the world for 2022 - will also make his WWE 2K debut. (Graphic: Business Wire)

heart-pounding 3v3 and 4v4 single player or multiplayer mayhem inside two side-by-side rings, surrounded by a double-steel cage;

- **MyGM:** Now featuring more GMs to choose from – or a player’s own custom GM creation – as well as additional show options, multiple seasons, expanded match cards, and more match types for up to four players. Players draft a roster, manage budgets, sign free agents, choose various match types, arena locations, production elements and more, with the goal of beating a rival GM in weekly ratings battles;
- **MyFACTION:** Now featuring online multiplayer action, the team-building mode in which players collect, manage, and upgrade an array of WWE Superstars and Legends to create their ultimate four-person factions returns. Players can now take their faction online and compete for global dominance, or compete in Weekly Towers and Faction Wars, while new themed card packs and goals roll out regularly throughout the year**;
- **MyRISE:** Aspiring Superstars walk through the curtain for their WWE debut in MyRISE and shape their career with the decisions made along the way. Featuring distinct men’s and women’s division storylines and the ability to import custom created Superstars, players journey from the humble beginnings of a Rookie, to being immortalized as a WWE Legend;
- **Universe:** The ultimate WWE Universe sandbox that puts players in charge of their own version of WWE, from Superstar rosters, feuds, champions, weekly shows, and Premium Live Events! Updates to Universe include a reworked story system and more;
- **Creation Suite:** A signature feature of the *WWE 2K* franchise, the creation suite returns with cross-platform community creations, including the ability to design custom Superstars, GMs, arenas, entrances, move sets, championships and more. Custom arenas are now playable online, and advanced customization has been added to created entrances.

WWE 2K23 Editions and Pre-Order Bonus

WWE 2K23 features four editions of the game: **Standard Edition**, **Cross-Gen**, **Deluxe Edition**, and **Icon Edition**:

- The **Standard Edition** will be available for \$59.99 on previous-gen platforms (PS4, Xbox One consoles) and PC and for \$69.99 on current-gen consoles (PS5 and Xbox Series X|S) in both physical and digital formats;
- The **Cross-Gen** edition will be available digitally for \$69.99 on PlayStation and Xbox consoles. The Cross-Gen edition includes the **Standard Edition** across previous and current-gen platforms within the same console family and the same PlayStation or Xbox account****;
- The **Deluxe Edition** will be available for \$99.99 for PS4, PS5, Xbox Series X|S, and Xbox One in both physical and digital formats, and on PC in digital format. The **Deluxe Edition** includes the **Standard Edition**, **Bad Bunny Bonus Pack**, plus a Season Pass to all five post-launch DLC content packs****; the **MyRISE Mega-Boost** and **SuperCharger**, Ruby John Cena MyFACTION Evo Card, Gold Edge MyFACTION Card, Emerald Bianca Belair MyFACTION Card, Gold Asuka MyFACTION Card, and three Basic Premium Launch MyFACTION Card Packs. The **Deluxe Edition** will be available from March 14, 2023 – three days ahead of **Standard** and **Cross-Gen Editions**!*****;
- The **Icon Edition** will be available for \$119.99 for PS4, PS5, Xbox Series X|S, Xbox One, and PC, featuring original cover art by renowned WWE-inspired artist Rob Schamberger. In addition to the **Standard Edition** and all bonus content included in the **Deluxe Edition**, the **Icon Edition** includes the **Ruthless Aggression Pack**, celebrating 20 years of John Cena’s WWE career by featuring John Cena’s early “Prototype” character, as well as “Leviathan” Batista, developmental rookie versions of Brock Lesnar and Randy Orton, the John Cena Legacy Championship and *WrestleMania 22* Arena. Additional bonus content includes an Emerald Paul Heyman MyFACTION Manager Card, and three Deluxe Premium Launch MyFACTION Card Packs. The **Icon Edition** will be available from March 14, 2023 – three days ahead of **Standard** and **Cross-Gen Editions**!*****;
- **Bad Bunny Bonus Pack Pre-Order Offer:** Players who pre-ordered the **Standard Edition** and **Cross-Gen Digital Bundle** will receive the Bad Bunny Bonus Pack, which includes Bad Bunny as a playable character, as well as a Ruby tier Bad Bunny MyFACTION card.* The Bad Bunny Bonus Pack is included in the **Deluxe Edition** and **Icon Edition** at launch.

Tune-in tonight to *Monday Night Raw* for the world premiere of the *Even Stronger* Showcase trailer, including more information and a look at **WWE 2K23** gameplay.

For more information on **WWE 2K23**, visit the game’s [official website](#), become a fan on [Facebook](#), follow the game on [TikTok](#), [Twitter](#), [Instagram](#), and subscribe on [YouTube](#). Official campaign hashtags #WWE2K23 and #EvenStronger.

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

***Bad Bunny Bonus Pack Pre-Order Bonus Offer:** *Pre-order bonus offer available through March 16, 2023 for orders of *WWE 2K23 Standard Edition* and *Cross Gen Digital Edition*. Offer is for one (1) Bad Bunny Bonus Pack, which includes playable Bad Bunny character and Ruby tier

MyFACTION card. Bad Bunny Bonus Pack is included with the Deluxe and Icon Editions. For digital pre-orders, items will be automatically entitled on March 17, 2023. For physical pre-orders, items will be redeemed in game via code provided in box. Terms apply.

****WWE 2K23** and internet access required to play MyFACTION content. Online Account (13+) required to access online features. See www.take2games.com/legal and www.take2games.com/privacy for additional details.

***PlayStation 5 console required to play PS5 version. PlayStation 4 console required to play PS4 version. Xbox Series X|S console required to play Xbox Series X|S version. Xbox One console required to redeem and use Xbox One version.

**** For digital orders, post-launch DLC will be automatically delivered on release for PC users, available for download in the PlayStation store/Library tile for PS4 and PS5 users, and available for download in the Microsoft Store for Xbox users. For physical orders, post-launch DLC will be available upon release and redeemed in game via code provided in box. DLC will also be available for purchase separately

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.

All trademarks and copyrights contained herein are the property of their respective holders.

Cautionary Note Regarding Forward-Looking Statements

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.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20230123005210/en/): <https://www.businesswire.com/news/home/20230123005210/en/>

Al Stavola
2K
(415) 483-8453
al.stavola@2k.com

Nathan Rillo
FINN Partners for 2K
(310) 552-4145
nathan.rillo@finnpartners.com

Alan Lewis (Corporate Press)
Take-Two Interactive Software, Inc.
(646) 536-2983
alan.lewis@take2games.com

Greg Domino

WWE

(973) 620-1025

greg.domino@wwecorp.com

Source: Take-Two Interactive