



Private Division Announces Publishing Partnership with Game Freak

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World-renowned Japanese development team creating ambitious new action-adventure IP

NEW YORK--(BUSINESS WIRE)--May 9, 2023-- [Private Division](#), a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced a partnership to publish a new title from [Game Freak](#). Founded in 1989, the Japanese development company has created dozens of hit games, including more than 30 entries in the Pokémon franchise, which is widely recognized as one of the best-selling game series of all time. Private Division will publish a brand-new action-adventure IP from Game Freak, codenamed *Project Bloom*. To celebrate this announcement, Private Division and Game Freak have unveiled the first piece of concept art for the game.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230509005055/en/>



Private Division, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), today announced a partnership to publish a new title from Game Freak. (Graphic: Business Wire)

“We’re thrilled to have the opportunity to create new IP that is bold and tonally different from our prior work,” said Kota Furushima, Director at Game Freak. “From the beginning, Private Division was the publisher we wanted to work with on our

new game. Their track record and global expertise give us all the confidence to create a sweeping new action-adventure game that we can’t wait to share more about in the future.”

“Over the past three decades, you’d be hard pressed to find a studio which has released more iconic hits than Game Freak,” said Michael Worosz, Chief Strategy Officer, Take-Two Interactive, and Head of Private Division. “We’re ready to help Game Freak unleash their potential and we’re honored to be the first Western publisher to work alongside this exceptionally talented and proven team to bring a bold new IP to market.”

Project Bloom is in early development and does not yet have an announced release date. It is expected to launch during Take-Two’s Fiscal Year 2026. Private Division and Game Freak look forward to sharing more details about this game in the future.

To stay up to date on announcements from Private Division, sign up for the newsletter: <https://www.privatedivision.com/newsletter/>

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

About Game Freak

Game Freak is the creator of "Pokémon" and the developer of the original "Pokémon" game series. The "Pokémon" series has sold 297 million units worldwide (as of March 2022), the largest cumulative total for an RPG. Outside of video games, the series has also been adapted into such media as card games, anime, movies, and merchandise to be enjoyed around the globe. In recent years, the company has been actively developing new titles in addition to the "Pokémon" series.

About Private Division

Private Division is a developer-focused publisher that partners with the finest creative talent in the video game industry, empowering studios to develop the games that they are passionate about creating, while providing the support that they need to make their titles critically and commercially successful on a global scale. The Label publishes the *Kerbal Space Program* franchise, *Ancestors: The Humankind Odyssey* from Panache Digital Games, *The Outer Worlds* from Obsidian Entertainment, *OlliOlli World* and *Rollerdrome* from Roll7, *After Us* from Piccolo Studio, and more. Private Division has future unannounced projects in development with Moon Studios, Evening Star, Yellow Brick Games, Wētā Workshop, Game Freak, and other esteemed independent developers. The Label publishes the physical retail edition of *Hades* from Supergiant Games on PlayStation® and Xbox consoles. Private Division continues to build its internal studio capacity, with Roll7 and Intercept Games as internal developers for the Label. Private Division is headquartered in New York City with offices in Seattle, Las Vegas, Munich, and Singapore. For more information, please visit www.privatedivision.com.

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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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.

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