



Ball Over Everything: NBA® 2K25 Launches Worldwide

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NBA 2K25 Elevates the Game Featuring Enhanced Realism and Control with ProPLAY™ Technology, New Competitive Modes, Community-Driven Features, and Much More

NEW YORK--(BUSINESS WIRE)--Sep. 6, 2024-- Today, 2K announced that **NBA® 2K25**, the latest iteration of the top-selling NBA video game simulation series, is now available worldwide on PlayStation®5 (PS5®), PlayStation®4 (PS4®), Xbox Series X|S, Xbox One, Nintendo Switch and PC. **NBA 2K25** for New Gen features major gameplay updates powered by ProPLAY™, new competitive modes in MyTEAM and The City, the return of nostalgic fan-favorite features, new role-playing experiences across MyCAREER, MyNBA, The W, and more. **NBA 2K25** New Gen is available on PS5®, Xbox Series X|S and, for the first time, PC.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240906446566/en/>



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“**NBA 2K25** has finally arrived, building off community feedback and bringing players the ultimate basketball proving grounds where they can showcase their skills and **Ball Over Everything**,” said Greg Thomas, President at Visual Concepts. “With the debut of thrilling new competitive modes in The City and MyTEAM, alongside enhanced features and tutorials for beginners, **NBA 2K25** offers an unparalleled experience for both seasoned

veterans and newcomers. There has never been a better time to step onto the court.”

NBA 2K25 features a series of exciting innovations across New Gen platforms:

- **GAMEPLAY POWERED BY ProPLAY™** - **NBA 2K25** takes realism to the next level with 9,000 new animations, directly translated from real NBA footage. This includes 1,500 dribbling animations, 1,100 signature shot animations from most 2023-2024 rostered NBA players, and 1,300 off-ball animations, delivering an immersive and authentic gameplay experience.
- **ALL-NEW DRIBBLE ENGINE** - **NBA 2K25** features one of the biggest changes to gameplay in 15 years, with an all-new dribble engine powered by ProPLAY™, including dynamic motion from real NBA footage to create a new and more authentic feel.
- **THE CITY** - Drawing on player feedback, **NBA 2K25** welcomes players with a whole new revamped interactive City designed to feel more connected and intimate, a competitive hub on the Boulevard of the Stars, the all-new ranked mode Proving Grounds, the return of MyCOURT and iconic 2K15 MyPARKS, and much more.
- **YOUR MyTEAM, YOUR WAY** - **NBA 2K25** introduces one of the biggest upgrades to MyTEAM in its history -Triple Threat Park, in addition to three other new game modes, including Breakout, Showdown and King of the Court, refreshing both the single player and multiplayer experiences in MyTEAM. MyTEAM also features the return of the Auction House with an updated and streamlined process of searching, buying, and selling by consolidating everything into a one-stop shop.
- **HEART OF A DYNASTY** - MyCAREER in **NBA 2K25** is all about building the next great dynasty. Ranked against the nine best teams in NBA history, players will vie to make deep playoff runs and win championships in order to climb the Dynasty Rankings and etch their legacy above the best. Before winning it all, players can lay the foundation of their career and relive their MyPLAYER's journey to the NBA in a new flashback story called *Heart of a Dynasty*.
- **BECOME A LEGEND IN THE W** - Players can eclipse WNBA Legends and clash with rising stars in **NBA 2K25**, becoming the GOAT of The W against past and present greats, including WNBA stars like cover athlete Aja Wilson or this year's rookie class.
- **THE STEPH ERA** - MyNBA mode introduces new innovations and features, including The Steph Era, where fans can relive or rewrite the championship-studded legacy of the 2017 Golden State Warriors. MyGM arrives on New Gen for the first time enabling players to take on the role as an NBA Team's General Manager in a full-fledged role-playing experience.
- **LEARN 2K** - **NBA 2K25** introduces Learn 2K, a new mode allowing players to learn everything from the basic mechanics of 2K all the way through how to execute the most advanced moves. Whether players want to try out the new Rhythm Shooting, learn the hundreds of moves, play mini-games, run drills, or work through practice scenarios, Learn 2K is an educational tool built to make **NBA 2K25** more accessible for all.

NBA 2K25 Seasons includes all-new rewards and earnable content every six weeks kicking off with [Season 1](#) at launch. Each Season comes with 40 Levels of seasonal rewards and items for players to earn, while the Season 1 Pro Pass (sold separately) features an additional 40 Levels of premium content to earn before the end of Season 1. Starting with 61 tracks at launch, the **NBA 2K25** soundtrack adds new music at the start of each Season, with updates from major record labels like Interscope, Capitol, as well as talented artists and producers.

Visit the [NBA 2K25 official website](#) for a full breakdown of the SKU details and more information.

Developed by Visual Concepts, **NBA 2K25** is rated E for Everyone from the ESRB.

Follow **NBA 2K** on [TikTok](#), [Instagram](#), [X](#), [YouTube](#), and [Facebook](#) for the latest **NBA 2K25** news.

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

Internet connection and online Account (minimum age varies) required to access online features and redeem and use bonus content, including MyCAREER, MyTEAM, MyNBA, The W Online, and Play Now Online. See www.take2games.com/legal and www.take2games.com/privacy for additional details. Game includes optional in-game purchases and paid random items. Some in-game content may require download and/or online gameplay to unlock. Online console play may require separate paid platform subscription and account registration. Terms apply. ProPLAY, The City, The W, and MyNBA are only available for New Gen NBA 2K25. Crossplay is only available for New Gen NBA 2K25 on PS5 and 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 31st Union, Cat Daddy Games, Cloud Chamber, Firaxis Games, Gearbox Software, Hangar 13, HB Studios, and Visual Concepts. 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, TopSpin® 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.

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

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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The statements contained herein, which are not historical facts, including statements relating to Take-Two Interactive Software, Inc.'s ("Take-Two," the "Company," "we," "us," or similar pronouns) outlook, 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 our 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 Inc.; the risks of conducting business internationally, including as a result of unforeseen geopolitical events; 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; factors affecting our mobile business, such as player acquisition costs; the timely release and significant market acceptance of our games; and the ability to maintain acceptable pricing levels on our games.

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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