Roman Reigns Named WWE® 2K25 Cover Star as Franchise Evolves with Bloodline Showcase, Enhanced Gameplay Features, New Match Types, and New “The Island” Experience

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Highlights include The Bloodline Edition, Deadman Edition, biggest roster ever, intergender matches, and more

NEW YORK--(BUSINESS WIRE)--Jan. 28, 2025-- Today, 2K announced ***WWE® 2K25***, the newest installment of the flagship WWE video game franchise developed by Visual Concepts, will be coming in March for PlayStation®5 (PS5®), PlayStation®4 (PS4®), Xbox Series X|S, Xbox One, and PC via Steam. Among the most decorated WWE Superstars of all-time, “The Original Tribal Chief,” **Roman Reigns** strikes a heroic pose on the ***Standard Edition*** cover as his “Wiseman,” **Paul Heyman** looks on. Celebrating the 35th anniversary of one of the most feared and iconic Superstars in WWE history, **The Undertaker**, cuts an imposing profile on the ***Deadman Edition*** cover, while ***The Bloodline Edition*** cover features members of both **Roman Reigns**’ and **Solo Sikoa**’s **Bloodline** factions, including **Jey Uso, Jimmy Uso, Paul Heyman, Sami Zayn, Jacob Fatu, Tama Tonga,** and **Tonga Loa**, interwoven into the roots and branches of the iconic Bloodline family tree.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250128924587/en/

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New updates and gameplay advancements include ***2K Showcase: The Bloodline’s Dynasty*** , the first retelling of the Bloodline saga and an interactive celebration of the legacy of the extended Anoa’i wrestling family, new match types and stipulations, such as the Underground Match, Bloodline Rules Match and Intergender matchups, the return of Chain Wrestling, a new MyRISE experience, and much more. The largest-ever *WWE 2K* roster of more than 300 Superstars, Legends and Hall of Famers includes John Cena, Rhea Ripley, The Rock, “Rowdy” Roddy Piper, CM Punk, “Stone Cold” Steve Austin, Jade Cargill, Diamond Dallas Page, Booker T, Ultimate Warrior, Trish Stratus, and many more. Third-person camera support in online matches and the ability for each player to control their own camera have been added, as well as new brawl environments such as the WWE Archives and NXT Parking Lot. ***WWE 2K25 Deadman Edition*** and ***The Bloodline Edition*** are scheduled for worldwide release on Friday, March 7, 2025, seven days prior to the ***Standard Edition***, which will be available Friday, March 14, 2025.

“I am personally and professionally excited that the Original and Only Tribal Chief and the extended Anoa’i family are the focus of WWE 2K25,” said Roman Reigns. “We’ve been building toward this moment for generations and I challenge players everywhere to show me and my Wiseman, Paul Heyman, what they’ve got, and prove they’re worthy of the attention of their Tribal Chief.”

WWE 2K25 also features an ambitious addition to the franchise for players on PS5® and Xbox Series X|S - **The Island** - an interactive, online WWE-themed world that provides an immersive experience allowing players the option of focusing on a single-player experience, with the ultimate goal of earning a position in The Bloodline, or interacting and competing with other players they encounter.

“***WWE 2K25*** expands on our winning formula in nearly every aspect of the player experience,” said Greg Thomas, President at Visual Concepts. “Our new approach to *2K Showcase* and *MyRISE* storylines really tap into the creativity of the development team, and we’re excited to see our community enjoy these updated features.”

WWE 2K25 features several updates and improvements to existing features throughout the game:

- ***2K Showcase: The Bloodline’s Dynasty*** : The all-new 2K Showcase, hosted by “The Wiseman” Paul Heyman, celebrates one of the most iconic wrestling family dynasties - The Bloodline and the extended Anoa’i family. Featuring Roman Reigns, The Rock, Yokozuna, Jacob Fatu, and more, players can relive historic showdowns or flip the script and change the outcome of select match-ups. Dream matches between members of The Bloodline and WWE Superstars and Legends offer a “what if?” fantasy element to settle fan debates and start fresh feuds, in addition to some surprises in store;
- **The Island:** An interactive world made up of a series of areas built around different WWE themes, **The Island** offers players the opportunity to explore and challenge other players, while vying to earn a WWE contract by impressing “The Original Tribal Chief” Roman Reigns. By completing quests, taking on challenges, competing in live events, earning unlockables, and upgrading and customizing MySUPERSTARS through multiple storyline chapters, **The Island** allows players to step outside the ropes and “Rule Beyond the Ring.” Available only on PS5® and Xbox Series X|S;
- **A Roster for the Ages: *WWE 2K25*** brings an unparalleled lineup of current Superstars from RAW, SmackDown, and NXT, plus Legends and WWE Hall of Famers. The stacked roster of over 300 playable characters, spanning multiple

generations, features Cody Rhodes, Liv Morgan, Rey Mysterio, Bret “Hitman” Hart, Jacob Fatu, Rob Van Dam, Lita, LA Knight, Chyna, Batista, Nia Jax, Becky Lynch, and more;

- **New Match Types and Improvements on Gameplay:** Intergender wrestling makes its long-awaited debut in the *WWE 2K* franchise! WWE or player-created Superstars from the men’s and women’s divisions can now compete against each other to set up limitless matchups across all game modes. Additional features include the return of Chain Wrestling, Bloodline Rules Match, Underground Match, and new barricade diving! More details on each new match type will be shared soon;
- **MyGM Online Multiplayer**: Intrepid GMs can take their show on the road and challenge general managers worldwide in the enhanced MyGM for ***WWE 2K25***, now with online multiplayer for up to four players. Players draft WWE Superstars and Legends to their weekly show’s roster and lead their brand through multiple-week seasons with a bigger selection of General Managers, cross-brand Premium Live Events, and more;
- **MyFACTION**: The collectible, card-battle mode is back with updated features, new content, and more ways to play. Faction Wars now features new node types, and 50 new stages. World Tour replaces Proving Grounds, enabling players to travel to different locations in a non-linear approach, while additional match-type support for live events and online matches, and new community events offer enhanced replayability. New themed card packs and goals will continue to roll out regularly throughout the year with seasonal content refreshes*;
- **MyRISE**: Players guide their MySUPERSTAR from the women’s or men’s division in a singular, multi-gender MyRISE storyline where Bayley, Kevin Owens, and other Superstars infiltrate NXT in an attempt to take control of the entire WWE. Featuring new personality choices that lead to specific storylines, as well as brawl environments, unlockable arenas, characters, useable objects, and more, plus new ally storylines involving Jey Uso, Bianca Belair, Seth Rollins, and other WWE Superstars;
- **Universe:** WWE 2K’s sandbox mode receives new upgrades to give players greater control over their Universe experience, including the long-awaited return of Promos! The new system includes multiple promo types and outcomes with new cutscenes and branching choices;
- **Creation Suite:** The hallmark of the *WWE 2K* franchise, the best-in-class, most detailed and robust creation suite remains one of the driving forces behind players’ self-expression as they design their own custom Superstars, GMs, referees, arenas, entrances, move sets, championships, crowd signs, and more.

***WWE 2K25* Editions**

WWE 2K25 features three editions of the game: ***Standard Edition***, ***Deadman Edition***, and ***The Bloodline Edition***:

- The ***Standard Edition*** will offer Dual-Gen entitlement, available for $69.99 on both Gen 9 consoles (PS5 and Xbox Series X|S) and Gen 8 consoles (PS4, Xbox One consoles) and PC;
    - **Pre-Order Bonus Offers**:** Players who pre-order the ***WWE 2K25 Standard Edition*** will receive the ***Wyatt Sicks Pack***, a bonus pack of content including five playable Superstars - Uncle Howdy, Dexter Lumis, Nikki Cross, Joe Gacy, and Erick Rowan - plus for PS5 and Xbox Series X|S only, Uncle Howdy and Nikki Cross mask cosmetic items for The Island. Players who pre-order the ***Standard Edition*** (digital) will also receive the *WWE 2K24* Cross-Gen base game (digital);***
- The ***Deadman Edition*** will be available for $99.99 for PS4, PS5, Xbox Series X|S, Xbox One, and PC. The ***Deadman Edition*** includes the ***Standard Edition*** and ***Wyatt Sicks Pack***, plus the ***Deadman Edition Bonus Pack*** which includes Mattel Elite “Greatest Hits” Undertaker**** and Original Undertaker (‘90) Persona Cards and playable Superstars, a useable Urn object, Undertaker ‘95 Mask cosmetic item for The Island on PS5 and Xbox Series X|S only, and Brother Love Manager, plus a ***Season Pass*** to all five post-launch DLC character packs and 15,000 VC. The ***Deadman Edition*** will be available from March 7, 2025 – seven days ahead of ***Standard Edition***. Players who pre-order ***Deadman Edition*** will also receive the WWE 2K24 Cross-Gen base game (digital);
- ***The Bloodline Edition*** will be available for $129.99 for PS4, PS5, Xbox Series X|S, Xbox One, and PC. In addition to the ***Standard Edition*** and all bonus content included in the ***Deadman Edition***, ***The Bloodline Edition*** includes the ***Ringside Pass*** (***Season Pass*** plus ***Superstar Mega-Boost***), ***The Rock Nation of Domination Pack***, which features a Rock Nation of Domination Persona card and playable Superstar, and will only be available as part of ***The Bloodline Edition***, plus ***The Bloodline Edition Bonus Pack***, which features Mattel Elite Series 114 Jey Uso and Mattel Elite “Greatest Hits” Roman Reigns Persona cards and playable Superstars. For Xbox Series X|S and PS5® only, this pack includes a Family Above All Hoodie, OTC Shirt, Yeet tank Top and Yeet Sunglasses cosmetic items for The Island, while for Steam only, it includes an additional 32,500 VC. Also included is the ***WrestleMania 41 Pack*** which features the *WrestleMania 41* Arena, two *WrestleMania 41* Main Event Superstars Persona cards and playable Superstars, and a new Superstar Persona Card (TBA), which will all be available Summer 2025.***** ***The Bloodline Edition*** will be available from March 7, 2025 – seven days ahead of ***Standard Edition***. Players who pre-order ***The Bloodline Edition*** will also receive the *WWE 2K24* Cross-Gen base game (digital);

For more information on ***WWE 2K25***, visit the game’s official website, become a fan on Facebook, follow the game on TikTok, X, Instagram, and subscribe on Twitch and YouTube. Official campaign hashtags are #WWE2K25 and #RuleBeyondTheRing.

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

**WWE 2K25 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.*

***Pre-order bonus offer available through March 13, 2025. The Wyatt Sicks Pack is included with Deadman and The Bloodline editions. For digital pre-orders, items will be automatically entitled in-game. For physical pre-orders, items will be redeemed in game via code provided in-box. Terms apply.*

****Pre-order offer available through March 13, 2025. Digital copy of WWE 2K24 Standard Edition will be automatically entitled to the platform account used to pre-order WWE 2K25 and available to download within 24 hours following pre-order. Offer is non-transferable and not available to platform accounts that already own WWE 2K24 on the same platform. Canceled pre-orders will result in removal of digital copy of WWE 2K24 from platform account. Terms apply.*

*****Exact release date of the Mattel Elite "Greatest Hits" Undertaker to be announced post-launch and subject to change.*

******Exact release date of the WrestleMania 41 Pack content to be announced post-launch and subject to change. For digital orders, post-launch WrestleMania 41 Pack content and 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 Microsoft Store for Xbox users. 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 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. We develop and publish products principally through Rockstar Games, 2K, and Zynga. Our products are designed for console gaming systems, PC, and mobile, including smartphones and tablets. We deliver our products 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. For more corporate and product information please visit our website at http://www.take2games.com.

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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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