

Award Winning Actor Michael B. Jordan to Star in NBA® 2K17's MyCAREER

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Partnership brings critically-acclaimed actor to award-winning franchise's dynamic single player mode

NEW YORK--(BUSINESS WIRE)--Sep. 2, 2016-- **2K** today announced that award winning actor Michael B. Jordan will star alongside gamers in the all-new **NBA® 2K17** MyCAREER storyline. Jordan's resume boasts starring roles in critically acclaimed films *Creed* and *Fruitvale Station*, as well as compelling performances in television shows *The Wire* and *Friday Night Lights*. The addition pairs one of Hollywood's most sought out actors with one of the most dominant entertainment franchises, solidifying **NBA 2K** as the ultimate intersection of sports and pop culture.

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capture his in-game likeness through dynamic motion-capture technology, while undergoing hours of scene development and voiceover audio recording.

"We saw tremendous success and engagement among our fans in last year's MyCAREER narrative, and wanted to deliver an even more tailored experience by partnering with Michael B. Jordan," said Alfie Brody, Vice President of Marketing for **NBA 2K**. "Working with an actor of Michael's caliber represents a commitment to giving our fans only the best and continuing to push ourselves as an entertainment platform."

In **NBA 2K17's** MyCAREER experience, Jordan stars as Justice Young, a rising NBA star that teams up with your MyPlayer. Throughout the game Justice acts as a friend and support system while navigating the realities of playing in the NBA, with greater emphasis on in-game choices that will directly impact outcomes on-and-off the court.

The **NBA 2K17 Standard Edition** will be available in both digital and physical formats for \$59.99 on Xbox One, Xbox 360, PlayStation®4 and PlayStation®3 computer entertainment systems, and Windows PC platforms on September 20. The **NBA 2K17 Kobe Bryant Legend Edition** will be available in digital and physical formats for \$79.99 on Xbox One and PlayStation®4 system. Also available for pre-order is the **NBA 2K17 Kobe Bryant Legend Edition Gold** offering fans the ultimate value at \$99.99 with all of the regular **NBA 2K17 Legend Edition** contents plus bonus items. All fans who pre-order any version of **NBA 2K17** will receive their copy at Early Tip-Off four days early, September 16.

"**NBA 2K17** was the perfect platform to connect with a new, unique audience and challenge myself to expand my abilities as an actor," said Michael B. Jordan, who was most recently inducted into the Academy of Motion Picture Arts and Sciences in July 2016. "I'm humbled at the opportunity to help influence a franchise that I've been a passionate fan of since its first release."

Jordan's addition continues **NBA 2K's** legacy of partnering with entertainment's biggest stars including legendary filmmaker Spike Lee, who directed last year's **NBA 2K16** MyCAREER experience. To create a genuine experience for fans in this year's title, Jordan immersed himself with development at **NBA 2K's** studios to

Developed by Visual Concepts, **NBA 2K17** is rated E for Everyone by the ESRB.

Follow [@NBA2K](#) on [social media](#) and look for the hashtag **#ThisIsNotAGame** for the latest **NBA 2K17** news.

**According to 2008 - 2016 [Metacritic.com](#) and The NPD Group estimates of U.S. retail video game sales through July 2016.*

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

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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 through its two wholly-owned labels Rockstar Games and 2K. Our products are designed for console systems and personal computers, 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. For more corporate and product information please visit our website at <http://www.take2games.com>.

About 2K

Founded in 2005, 2K develops and publishes interactive entertainment globally for console systems, handheld gaming systems and personal computers, including smartphones and tablets, which are delivered through physical retail, digital download, online platforms and cloud streaming services. 2K publishes titles in today's most popular gaming genres, including shooters, action, role-playing, strategy, sports, casual, and family entertainment. The 2K label has some of the most talented development studios in the world today, including Firaxis Games, Visual Concepts, Hangar 13, Cat Daddy Games and 2K China. 2K's stable of high quality titles includes the critically acclaimed BioShock®, Borderlands™, Mafia, and XCOM® franchises, the beloved Sid Meier's Civilization series, Evolve™, Battleborn®, the popular WWE 2K franchise and NBA 2K, the #1 rated and #1 selling basketball franchise*. 2K is headquartered in Novato, California and is a wholly owned label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO). For more information, please visit www.2k.com.

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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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