

Feel It: WWE® 2K15 Now Available on PlayStation®3 and Xbox 360

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Experience the most authentic, action-packed and comprehensive WWE video game in history, including platform-exclusive Who Got NXT mode

NEW YORK--(BUSINESS WIRE)--Oct. 28, 2014-- [2K](#) today announced that **WWE® 2K15**, the latest addition to the flagship WWE video game franchise, is available now in North America for the PlayStation®3 computer entertainment system and Xbox 360 games and entertainment system from Microsoft. Delivering an authentic WWE gameplay experience, extensive roster and story-driven **2K Showcase**, **WWE 2K15** for the PS3™ system and Xbox 360 also includes exclusive access to **Who Got NXT**, a progression-based mode highlighting NXT Superstars as they ascend the ranks in NXT, WWE's developmental system, and compete to join the active WWE roster. **WWE 2K15** will be available internationally on October 31, 2014.

"**WWE 2K15** offers the most compelling WWE video game to date for the PS3 system and Xbox 360," said Greg Thomas, President at Visual Concepts. "With major gameplay enhancements, improved commentary, an impressive roster and an exclusive **Who Got NXT** experience, we're excited to bring our fans this fully-featured **WWE 2K15** release."

Who Got NXT sees players choose from five NXT Superstars, including Rusev, Bo Dallas, Adrian Neville, Sami Zayn and Corey Graves, and experience unique matches inspired by historic moments and classic rivalries. Completing each NXT Superstar's matches will unlock those Superstars for use in other in-game modes, including **Exhibition**, **WWE Universe** and **Creation Suite**. Players who finish the mode with all five NXT Superstars will unlock a special challenge featuring **WWE 2K15** cover Superstar John Cena.

WWE 2K15 for the PS3 system and Xbox 360 also features key gameplay improvements and a collection of the biggest names in WWE, including John Cena, WWE Hall of Famer Stone Cold Steve Austin and WWE Superstars Cesaro, Bray Wyatt, Roman Reigns, Sheamus and Seth Rollins. WWE Hall of Famer Jerry "The King" Lawler, alongside the voice of WWE, Michael Cole, call the action through a new commentary system delivering six times more content versus previous franchise releases. **WWE 2K15** also includes **2K Showcase**, the game's single-player campaign, enabling players to explore the rivalry between Triple H and Shawn Michaels from 2002 to 2004, as well as John Cena and CM Punk's rivalry spanning 2011 to 2013. In addition, the **Creation Suite** offers customizable Superstars, Divas, move sets and entrances, while **WWE Universe** provides opportunities to manage storylines, schedules, rivalries and alliances.

Developed collaboratively by Yuke's and Visual Concepts, a 2K studio, **WWE 2K15** is rated T for Teen by the ESRB and available now for the PS3 system and Xbox 360 in North America, with release to follow internationally on October 31, 2014. **WWE 2K15** for the PlayStation®4 computer entertainment system and Xbox One, the all-in-one games and entertainment system from Microsoft, is currently scheduled for release on November 18, 2014 in North America and November 21, 2014 internationally.

For more information on **WWE 2K15** and 2K, visit WWE.2K.com, become a fan on [Facebook](#), follow the game on [Twitter](#) using the hashtags #WWE2K15 and #FEELIT or subscribe to **WWE 2K** on [YouTube](#).

About WWE

WWE, a publicly traded company (NYSE:WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming is broadcast in more than 170 countries and 30 languages and reaches more than 650 million homes worldwide. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Munich, Dubai and Tokyo.

Additional information on WWE (NYSE:WWE) can be found at wwe.com and corporate.wwe.com. For information on our global activities, go to www.wwe.com/worldwide/.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements: This press release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include, without limitation, risks relating to entering into, maintaining and renewing key agreements, including television and pay-per-view programming and our new network distribution agreements; risks relating to the launch and maintenance of our new network; the need for continually developing creative and entertaining programming; the continued importance of key performers and the services of Vincent McMahon; the conditions of the markets in which we compete and acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to regulatory matters; risks resulting from the highly competitive and fragmented nature of our markets; uncertainties associated with international markets; the importance of protecting our intellectual property and complying with the intellectual property rights of others; the risk of accidents or injuries during our physically demanding events; risks associated with producing and travelling to and from our large live events, both domestically and internationally; risks relating to our film business; risks relating to new businesses and strategic investments; risks relating to our computer systems and online operations; risks relating to general economic conditions and our exposure to bad debt risk; risks relating to litigation; risks relating to market expectations for our financial performance; risks relating to our revolving credit facility specifically and capital markets more generally; risks relating to the large number of shares of common stock controlled by members of the McMahon family and the possibility of the sale of their stock by the McMahons or the perception of the possibility of such sales; the relatively small public float of our stock; and other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends, general economic and competitive conditions and such other factors as our Board of Directors may consider relevant.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, marketer and publisher 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, handheld gaming 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, 2K Marin, 2K Czech, 2K Australia, Cat Daddy Games and 2K China. 2K's stable of high quality titles includes the critically acclaimed BioShock®, Borderlands™ and XCOM® franchises, the beloved Sid Meier's Civilization series, 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.

**According to 2008 - 2014 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through September 2014.*

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

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The 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," "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: our dependence on key management and product development personnel, our dependence on our Grand Theft Auto products and our ability to develop other hit titles for current and next-generation platforms, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, our ability to raise capital if needed and risks associated with international operations. Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended March 31, 2014, in the section entitled "Risk Factors," the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2014, 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141028005076/en/>

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