

## “I’m Back” – 2K Announces Arnold Schwarzenegger as the Terminator in WWE® 2K16 Pre-Order Exclusive

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*Blockbuster action film star, 38<sup>th</sup> Governor of California, former professional bodybuilder and WWE Hall of Famer featured as two playable characters in flagship WWE video game franchise*

NEW YORK--(BUSINESS WIRE)--Jul. 27, 2015-- [2K](#) today announced the debut of 2015 WWE Hall of Fame inductee and global action film icon Arnold Schwarzenegger in [WWE® 2K16](#), the forthcoming release in the flagship WWE franchise. Best known for his acting, bodybuilding and political endeavors, Schwarzenegger, a longtime WWE fan and WWE Hall of Famer, will expand his relationship with WWE through **WWE 2K16** with two playable characters – T-800 from *The Terminator* and *Terminator 2: Judgment Day* films. The playable characters will be available for those who pre-order the game at participating retailers for the PlayStation®4 and PlayStation®3 computer entertainment systems, as well as Xbox One and Xbox 360. **WWE 2K16** is scheduled for release on October 27, 2015 in North America and October 30, 2015 internationally.

“I’ve achieved many things in my life, but I’ve always said success means staying hungry and pushing the limits,” said Schwarzenegger. “I was honored to join the WWE Hall of Fame earlier this year, and now I’ll continue my WWE legacy with one of my biggest film roles immortalized in **WWE 2K16**. Match the Terminator against Stone Cold Steve Austin®, Seth Rollins® or Daniel Bryan®, and there’s only one possible outcome: Hasta la vista, baby!”

From early childhood in his native Austria to today, Schwarzenegger represents the ultimate renaissance man, taking risks and defying odds through career accomplishments in bodybuilding, acting, politics and more. He won his first of four Mr. Universe titles at the age of 20, earned seven Mr. Olympia titles and since 1989 has hosted worldwide fitness expositions through the [Arnold Sports Festival](#). Schwarzenegger is a fixture in numerous blockbuster action films, including *Conan the Barbarian*, *The Terminator*, *Predator*, *Total Recall*, *Terminator 2: Judgment Day*, *The Expendables* franchise and his most recent release, *Terminator Genisys*, as well as for his roles in pop-culture favorites *Kindergarten Cop* and *Twins*. In addition, Schwarzenegger transcended from Hollywood to the state capitol, serving two consecutive terms as the 38<sup>th</sup> Governor of California from 2003 to 2010.

“Arnold Schwarzenegger is a living legend with universal appeal, a perseverance for greatness and a strong relationship with WWE, including his recent Hall of Fame induction, all of which make him an incredible fit for **WWE 2K16**,” said Chris Snyder, Vice President of Marketing at 2K. “He’s a force to be reckoned with and defines what it means to raise some hell. Through his **WWE 2K16** pre-order inclusion, fans simply can’t beat the opportunity to play as the Terminator in a WWE ring.”

To see the **WWE 2K16** pre-order promotional campaign featuring Arnold Schwarzenegger, please visit <https://www.youtube.com/watch?v=AZTSahJxT0Q>.

Developed collaboratively by Yuke’s and Visual Concepts, a 2K studio, **WWE 2K16** is not yet rated by the ESRB. **WWE 2K16** is currently scheduled for release on PS4™, PS3™, Xbox One and Xbox 360 on October 27, 2015 in North America and October 30, 2015 internationally.

For more information on **WWE 2K16** and 2K, visit [wwe.2k.com](http://wwe.2k.com), become a fan on [Facebook](#), follow the game on [Twitter](#) and [Instagram](#) using the hashtags #WWE2K16 and #RaiseSomeHell or subscribe on [YouTube](#).

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

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**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 reaches more than 650 million homes worldwide in 35 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all 12 live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 170 countries. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

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

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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: WWE Network; major distribution agreements; our need to continue to develop creative and entertaining programs and events; a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including, without limitation, claims relating to CTE; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercising control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares which are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the relatively small public "float" of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made, are subject to change without any obligation on the part of the Company to update or revise them, and undue reliance should not be placed on these statements.

### **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™, and XCOM® franchises, the beloved Sid Meier's Civilization series, the innovative Evolve™, 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](http://www.2k.com).

*\*According to 2008 - 2015 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through June 2015.*

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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, 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, 2015, including the risks summarized in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, which can be accessed at [www.take2games.com](http://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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