

Become Immortal: WWE® 2K14 Now Available

October 29, 2013 8:00 AM ET

Experience the most authentic, comprehensive and electrifying WWE® video game to date – and win a trip to WrestleMania® 30 in New Orleans

NEW YORK--(BUSINESS WIRE)--Oct. 29, 2013-- [2K](#) today announced that **WWE® 2K14**, the Company's latest release in the flagship WWE video game franchise, is now available throughout North America for the Xbox 360 games and entertainment system from Microsoft and the PlayStation®3 computer entertainment system. Complementing the game's launch, 2K also announced the WrestleMania® 30 contest, in which players may submit creative screenshots of in-ring **WWE 2K14** action – inspired by sought-after WrestleMania 30 matches – for a chance to win an all-expense-paid trip for two to the pop culture extravaganza of the year, *WrestleMania® 30*, scheduled for Sunday, April 6, 2014 at the Mercedes-Benz Superdome in New Orleans.

“With an unparalleled roster of iconic WWE Superstars, Divas and Legends, and 46 of the greatest matchups spanning three decades of WWE history in **30 Years of WrestleMania Mode**, **WWE 2K14** is the most authentic and comprehensive WWE simulation experience produced to date,” said Chris Snyder, Senior Director of Marketing at 2K. “We have improved all aspects of the game to emulate the WWE experience more closely than ever before.”

WWE 2K14 ushers in a new era of the popular WWE video game franchise and brings forth several signature gameplay improvements, including a revamped player navigation system, a new reversal system and hundreds of new moves, including new catapult finishers and OMG Moments. The game's renowned Creation Suite and Universe Mode give players new levels of customization, versatility and freedom through development of personalized Superstars, arenas, championships, storylines, finishing moves and more, while offering complete control of the WWE experience from a career-driven point of view. **WWE 2K14** also delivers the single greatest roster ever assembled, including **WWE 2K14** cover Superstar Dwayne “The Rock®” Johnson, John Cena®, Hulk Hogan, Undertaker®, Ultimate Warrior, CM Punk®, “Macho Man” Randy Savage™, Daniel Bryan, Goldberg, Stone Cold Steve Austin® and The Shield.

WWE 2K14 features the unprecedented **30 Years of WrestleMania Mode** single-player campaign, taking players on a historic journey through three decades of high-profile matches and memorable moments in WWE history. Beginning with the inaugural WrestleMania, the journey encompasses 46 signature matches, including Hulk Hogan vs. Andre the Giant at WrestleMania 3, Bret Hart vs. Shawn Michaels at WrestleMania 12 and The Rock vs. John Cena at WrestleMania 28. **30 Years of WrestleMania Mode** is complete with authentically recreated arenas, entrances and ring attires, era-specific graphics, filters and other presentation elements, as well as WWE-produced video packages, cinematic in-game cut scenes, historical objectives and a host of unlockable rewards. Complementing the mode as a separate offering, players will also encounter the immortal Undertaker to defend or defeat his 21-0 WrestleMania match record in a gauntlet-style feature known as The Streak.

In celebration of the game's release, 2K is launching a contest to offer players the chance to win a trip to WrestleMania 30. Fans are encouraged to create a desired WrestleMania 30 matchup using **WWE 2K14** for Xbox 360 or PlayStation 3, capture a screenshot of the in-game action and submit to 2K for a chance to win airfare, hotel and two tickets to WrestleMania 30. The contest is open to legal residents of the 50 U.S. states and D.C. (excluding AZ, CT, MD, and ND), Australia, Belgium, France, Germany, Luxembourg, Spain, the Netherlands, New Zealand, the United Kingdom, Singapore, Taiwan and Hong Kong. Entrants must be at least 18 years of age and the age of majority in their state of residence. The WrestleMania 30 contest begins at 12:00:00 AM Pacific Time (“PT”) on October 29, 2013 and ends at 11:59:59 PM PT on January 9, 2014. The contest is void in AZ, CT, MD, & ND, and where prohibited, as well as subject to the official rules, located at www.2k.com/wm30moment.

Developed by Yukes for the Xbox 360 and PlayStation 3 system, **WWE 2K14** is positioned to deliver the greatest roster in franchise history and be the most electrifying, authentic and comprehensive WWE video game experience to date. **WWE 2K14** is rated T for Teen by the ESRB. Fans who pre-ordered **WWE 2K14** will receive Ultimate Warrior at no extra cost on launch day.

For more information on **WWE 2K14** and 2K, visit www.2k.com, facebook.com/WWEgames and [@WWEgames](https://twitter.com/WWEgames) on Twitter.

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

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 150 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, Miami, London, Mumbai, Shanghai, Singapore, Istanbul 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 <http://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 maintaining and renewing key agreements, including television and pay-per-view programming distribution agreements; 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; our exposure to bad debt risk; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive 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; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business; risks relating to increasing content production for distribution on various platforms, including the potential creation of a WWE Network; risks relating to our computer systems and online operations; 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 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, Irrational Games, 2K Marin, 2K Australia, 2K Czech, 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 - 2013 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through September 2013.

"PlayStation" is a registered trademark of Sony Computer Entertainment Inc.

All trademarks and copyrights contained herein are the property of their respective holders.

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>.

Cautionary Note Regarding Forward-Looking Statements

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, 2013, in the section entitled "Risk Factors," the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2013, 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.

Source: Take-Two Interactive

2K

Jaime Jensen, 415-507-7910

jaime.jensen@2ksports.com

or

Take-Two Interactive Software, Inc.

Alan Lewis (Corporate Press), 646-536-2983

alan.lewis@take2games.com

or

Access Communications for 2K

Ian Guss, 917-522-3536

iguss@accesspr.com

or

WWE

Matthew Altman, 203-352-1177

matthew.altman@wwecorp.com