

## NBA® 2K16 Hits 4M Sales Milestone in Record Number of Days

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NEW YORK--(BUSINESS WIRE)--Oct. 2, 2015-- 2K today announced that [NBA 2K16](#), the latest iteration of the top-rated and top-selling NBA video game simulation series\*, has set an unprecedented franchise record, selling-in over four million units worldwide within the first week of release.

“Each year we set out to deliver not only the best on-court basketball video game, but a full off-court entertainment experience that transcends basketball,” said Jason Argent, senior vice president of basketball operations at 2K. “**NBA 2K** fans around the world are buying this title faster and in greater numbers than ever before.”

Continuing the success trajectory of one of the most dominant entertainment franchises of the last decade, **NBA 2K16** delivers the most dynamic and realistic sports gameplay yet and is receiving tremendous critical acclaim. Media praise included a 9.0/10 review score from *IGN*, who said that “**NBA 2K16** is a great representation of the sport of basketball, and it plays like a dream – both online and off”; and *Sporting News* called it “the most impressive sports game ever assembled.”

In addition to the critical and commercial success of **NBA 2K16**, this year’s iteration also has achieved several incredible year-over-year milestones since launch, including doubling sales through digital download and nearly tripling the number of games played online.

“Our goal was simple, make **NBA 2K16** the most playable, authentic basketball experience ever,” said Greg Thomas, president of Visual Concepts. “The development team demonstrated tremendous dedication to recreating every nuance of the sport both on and off-court, which has been the driving force behind our early success.”

**NBA 2K16** highlights the debut of an all-new MyCAREER experience titled ‘Livin’ Da Dream’ written and directed by acclaimed filmmaker Spike Lee and showcases three unique covers featuring NBA superstars Stephen Curry, James Harden and Anthony Davis.

“Congratulations to 2K Sports on their early record-breaking success with **NBA 2K16**,” said Matt Holt, NBA vice president, global merchandising. “Each year, 2K has continued to raise their commitment to innovation, authenticity and gameplay - bringing fans the very best with the **NBA 2K** franchise.”

Developed by Visual Concepts, **NBA 2K16** is rated E for Everyone by the ESRB and is now available wherever games are sold.

Follow [@NBA2K](#) on [social media](#) and look for the hashtag **#BeTheStory** for the latest **NBA 2K16** news.

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. 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](http://www.metacritic.com) and The NPD Group estimates of U.S. retail video game sales through August 2015.*

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### **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, 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," the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2015, 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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