

## 2K Announces Gameplay Additions for WWE® SuperCard

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*New collectible card game, with more than three million downloads in less than one month, continues raising the bar as 2K and WWE's most popular free-to-play mobile game to date*

NEW YORK--(BUSINESS WIRE)--Sep. 17, 2014-- 2K today announced new content for **WWE® SuperCard**, the larger-than-life, action-packed WWE collectible card game for mobile devices. Available now for download on iOS and Android devices, **WWE SuperCard** players can experience two new gameplay modes – the People's Champion Challenge and The Ladder – with each delivering the best rewards yet to increase rankings and assemble the ultimate WWE roster. In addition, players can now purchase Ultra Rare Card Packs, which guarantee the chance to obtain Ultra Rare or higher value cards.

With more than three million downloads since the game's launch on August 14, 2014 and an average rating of 4.5/5 stars on the App Store for iOS devices, as well as 4/5 stars on Google Play, **WWE SuperCard** has cemented its position as the most successful WWE-branded game for mobile devices to have ever been launched by 2K or WWE.

“With an unprecedented number of downloads thus far, the worldwide groundswell to build the ultimate roster in **WWE SuperCard** is both passionate and incredible,” said Chris Snyder, Vice President of Marketing at 2K. “We're excited to increase the intensity with the People's Champion Challenge, present an accessible way for players to climb the ranks in The Ladder, and give fans what they want to improve their rosters with Ultra Rare Card Packs.”

Key features in the **WWE SuperCard** update include:

- **PEOPLE'S CHAMPION CHALLENGE** – In this week-long event, players will choose between two WWE Superstars in a match corresponding with a featured WWE live event, such as the upcoming WWE Night of Champions pay-per-view. Through competition in exhibition matches, players will accumulate victory points for themselves while adding to the total point count of all other players who selected the same WWE Superstar. Competing against and defeating higher ranked opponents will help players obtain the highest number of points. At the end of the week, players will gain access to high profile cards featuring the victorious WWE Superstar; the higher their rank based on point total, the more lucrative the reward;
- **THE LADDER** – This new gameplay mode offers novice and seasoned players valuable replay incentives, as each game counts toward gaining ground to reach the top of the ladder. The higher players climb, the more reward tiers they will unlock, with progress indicators showing victories, prizes accumulated to date and how many wins are needed to unlock a new reward. Players will compete for a variety of coveted rewards, including various rarities of John Cena and Paige player cards exclusive to the mode, as well as stamina cards and credits;
- **ULTRA RARE CARD PACK** – Inspired by customer demand, the Ultra Rare Card Pack enables players to acquire Ultra Rare or higher value cards for addition to their rosters. This new card pack will exist alongside other card packs currently on sale and will be available for \$9.99.

**WWE SuperCard** challenges players to build teams of WWE Superstars, Divas and Legends, train them to their full potential, battle in various match types and test their luck in high stakes tournament action. Featuring more than 400 cards in active play, with each card representing one of seven different rarity levels, **WWE SuperCard** delivers an extensive array of collectible content with high replay value. In addition, **WWE SuperCard** enables players to enhance their experience through the purchase of individual card packs.

Developed by Cat Daddy Games in conjunction with Visual Concepts, both 2K studios, **WWE SuperCard** is available now for download on the [App Store](#) for iOS devices, including the iPhone®, iPad® and iPod touch®, as well as the [Google Play Store](#) and Amazon Appstore for Android™ devices.

For more information on *WWE SuperCard* and 2K, visit [wwe.2k.com](http://wwe.2k.com), become a fan on [Facebook](https://www.facebook.com/wwe2k), follow the game on [Twitter](https://twitter.com/wwe2k) or subscribe to WWE 2K on [YouTube](https://www.youtube.com/wwe2k).

## 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, London, Mexico City, Mumbai, Shanghai, Singapore, Munich, Dubai 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 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 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](http://www.2K.com).

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

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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 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, 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, 2014, 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140917005154/en/>

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#### **2K**

Jaime Jensen, 415-507-7910

[jaime.jensen@2k.com](mailto:jaime.jensen@2k.com)

or

#### **Take-Two Interactive Software, Inc.**

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

[alan.lewis@take2games.com](mailto:alan.lewis@take2games.com)

or

#### **Access Communications for 2K**

Ori Nagel, 415-844-6283

[onagel@accesspr.com](mailto:onagel@accesspr.com)

or

#### **WWE**

Matthew Altman, 203-352-1177

[matthew.altman@wwe.com](mailto:matthew.altman@wwe.com)