

2K Announces WWE® 2K17 Downloadable Content Offerings, Season Pass and Digital Deluxe Editions

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Content to include playable WWE, NXT, WCW and WCCW characters; playable WWE Hall of Fame Class of 2016 content; access to a wide variety of new moves; and unlockable content and player progression features

NEW YORK--(BUSINESS WIRE)--Sep. 22, 2016-- [2K](#) today announced details surrounding the downloadable content offerings, Season Pass and Digital Deluxe Editions for **WWE® 2K17**, the forthcoming release in the flagship WWE video game franchise. The downloadable content offerings will include playable characters from WWE, NXT, WCW and WCCW; a playable match showcase based on the WWE Hall of Fame Class of 2016; a host of new in-game moves; and access to both unlockable content and player progression features. The individual content packages will begin releasing in late 2016, with some packages releasing in early 2017, for the PlayStation®4 and PlayStation®3 computer entertainment systems, as well as Xbox One and Xbox 360.

“**WWE 2K17**’s extensive and diverse downloadable content offering celebrates WWE’s past, present and future, including playable characters from WWE, NXT, WCW and WCCW, match-driven content based on the WWE Hall of Fame Class of 2016 and a large number of new in-game moves,” said Greg Thomas, President at Visual Concepts. “Alongside **WWE 2K17**’s commitment to authentic, simulation-based gameplay, an extensive playable roster and fan-favorite features, such as MyCareer and the Creation Suite, this year’s offering complements our all-inclusive WWE experience at a great value.”

About the **WWE 2K17** Downloadable Content Offerings*

The **WWE 2K17** downloadable content offerings are scheduled to include the following items and be available for purchase on the PlayStation™Network for the PlayStation®4 and PlayStation®3 systems, as well as Xbox Live online entertainment network from Microsoft for Xbox One and Xbox 360:

Accelerator

- Players will gain access to all unlockable content available at launch in the game’s VC Purchasable section (excluding downloadable content);
- Players can also decide the overall rankings and attribute levels for all playable characters throughout the life of the product;
- The Accelerator will be available for \$4.99.

Future Stars Pack

- Playable WWE and NXT Superstars: Austin Aries, Karl Anderson, Luke Gallows, Mojo Rawley and Tye Dillinger;
- The Future Stars Pack will be available for \$8.99.

Hall of Fame Showcase

- Playable matches include:
 - Cactus Jack and Diamond Dallas Page vs. The Fabulous Freebirds (Jimmy Garvin and Michael “PS” Hayes) (WCW Saturday Night 1992);
 - The Fabulous Freebirds (Buddy Roberts and Michael “PS” Hayes) vs. Kerry and Kevin Von Erich (WCCW 1986);
 - Ivory vs. Jacqueline (SmackDown 2000);
 - Sting (gold and black tights) vs. Ric Flair (Clash of Champions 1988);
 - Sting (n.W.o. Wolfpac ring gear) vs. Bret Hart (WCW Halloween Havoc 1998);
 - Papa Shango vs. The Godfather (Dream Match);
 - Big Boss Man (with Albert) vs. The Big Show (Armageddon 1999);

- The Hall of Fame Showcase will be available for \$9.99.

Legends Pack

- Playable WWE Legends: Brutus “The Barber” Beefcake, Eddie Guerrero, Greg “The Hammer” Valentine, Sycho Sid and Tatanka;
- The Legends Pack will be available for \$8.99.

MyPlayer Kick Start (PS4™ system and Xbox One Exclusive)

- Players will gain access to unlock and boost created Superstar ratings and attributes made available at launch as part of the game’s MyCareer mode;
- Players can also unlock all clothing made available at launch that provides attribute boosts in MyCareer;
- MyPlayer Kick Start will be available for \$9.99.

New Moves Pack

- Explore a wide variety of new in-game moves, including the Swingout Neckbreaker (made popular by current WWE Raw Women’s Champion Charlotte); the Elbro Drop (made popular by WWE Superstar Zack Ryder); the Face Wash Combo (made popular by NXT Superstar Samoa Joe; and the TJP Clutch (made popular by current WWE Cruiserweight Champion T.J. Perkins);
- The New Moves Pack will be available for \$3.99.

NXT Enhancement Pack (PS4™ system and Xbox One Exclusive)

- Playable NXT Superstars: Apollo Crews, Nia Jax and Shinsuke Nakamura;
- Players will earn a 50 percent boost in points while competing at NXT during MyCareer;
- The NXT Enhancement Pack will be available for \$9.99.

NXT Legacy Pack (PS3™ system and Xbox 360 Exclusive)

- Playable NXT Superstars: Apollo Crews, Nia Jax and Shinsuke Nakamura;
- The NXT Legacy Pack will be available for \$4.99.

About the *WWE 2K17* Season Pass

Players may purchase select ***WWE 2K17*** downloadable content at a reduced price point through the game’s Season Pass. For \$29.99, a savings of more than 15 percent versus individual content purchases, players will receive the following items as they become available:

- Accelerator;
- Future Stars Pack;
- Hall of Fame Showcase;
- Legends Pack;
- New Moves Pack.

About the *WWE 2K17* Digital Deluxe Editions

2K also announced Digital Deluxe Editions for ***WWE 2K17*** will be available via PlayStation™Network and Xbox Live as follows:

- PS4™ system and Xbox One (\$89.99) – available for pre-order now:
 - Copy of ***WWE 2K17***;
 - ***WWE 2K17*** Season Pass;

- **WWE 2K17** MyPlayer Kick Start;
- **WWE 2K16** MyPlayer Kick Start (available immediately with pre-order purchase);
- Goldberg Pack (access to two playable Bill Goldberg characters, as well as playable WCW Monday Nitro and Halloween Havoc arenas);
- Theme (PS4™ system only; available immediately with pre-order purchase).
- PS3™ system (\$79.99) – available beginning October 11, 2016:
 - Copy of **WWE 2K17**;
 - **WWE 2K17** Season Pass;
 - NXT Legacy Pack.

** PlayStation™Network or Xbox Live account and Internet connection required. Copy of WWE 2K17 required to play.*

Developed collaboratively by Yuke's and Visual Concepts, a 2K studio, **WWE 2K17** is rated "T" for Teen by the ESRB. **WWE 2K17** is currently scheduled for worldwide release on the PlayStation®4 and PlayStation®3 systems, Xbox One and Xbox 360 on October 11, 2016. Consumers who pre-order **WWE 2K17** at any participating retailer will receive two playable Bill Goldberg characters, as well as playable WCW Monday Nitro and Halloween Havoc arenas, at no extra cost on launch day. For more information on **WWE 2K17** and 2K, visit wwe.2k.com, become a fan on [Facebook](https://www.facebook.com/wwe), follow the game on [Twitter](https://twitter.com/wwe2k17) and [Instagram](https://www.instagram.com/wwe2k17) using the hashtag #WWE2K17 or subscribe on [YouTube](https://www.youtube.com/wwe2k17).

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

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About WWE

[WWE](http://www.wwe.com), 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 25 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 180 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 and 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; the possibility of 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 exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares 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 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 (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 and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company’s business, please refer to the “Management’s Discussion and Analysis of Financial Condition and Results of Operations” and “Risk Factors” sections of the Company’s SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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 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 genre-fusing hero-shooter *Battleborn*®, 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 - 2016 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through August 2016.*

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, and risks associated with international operations. Other important factors and information are contained in the Company's most recent Annual Report on Form 10-K, including the risks summarized in the section entitled "Risk Factors," the Company's most recent Quarterly Report on Form 10-Q, 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.

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Source: Take-Two Interactive

2K

Jaime Jensen, 415-507-7910

jaime.jensen@2k.com

or

Access Emanate

Jessica Roache, 415-844-6203

jroache@access-emanate.com

or

Take-Two Interactive Software, Inc.

Alan Lewis, 646-536-2983

Corporate Press

alan.lewis@take2games.com

or

WWE

Matthew Altman, 203-352-1177

matthew.altman@wwe.com