

2K Announces John Cena® as WWE® 2K15 Cover Superstar

July 1, 2014 8:00 AM ET

Iconic WWE Superstar set to usher in a new era of authenticity, quality and excitement through WWE 2K™s next-generation debut

NEW YORK--(BUSINESS WIRE)--Jul. 1, 2014-- [2K](#) today announced WWE Superstar John Cena® as the cover Superstar for [WWE® 2K15](#), the forthcoming release in the flagship WWE franchise. Cena's image reflects his commitment, strength and leadership both in and out of the WWE ring. The image will usher in the next-generation debut of WWE video games with **WWE 2K15**, which is currently in development for Xbox One, the all-in-one games and entertainment system and Xbox 360 games and entertainment system from Microsoft, as well as the PlayStation®4 and PlayStation®3 computer entertainment systems. **WWE 2K15** is scheduled for release on October 28, 2014 in North America and October 31, 2014 internationally.

"It is truly an honor and privilege to serve as the **WWE 2K15** cover Superstar," said Cena. "2K has a tremendous history of sports simulation games and cover athletes, including Michael Jordan, Kevin Durant, LeBron James and of course, Dwayne 'The Rock' Johnson. I look forward to carrying the flag for **WWE 2K15** and introducing the incredible next-generation of WWE gaming to the WWE Universe."

Cena has established himself as one of the most prolific WWE Superstars of all time. A pop-culture fixture, Cena is frequently recognized for his film, television and music endeavors, as well as for granting more than 400 wishes to children with life-threatening illnesses through the Make-a-Wish Foundation, more than any other celebrity. In addition, Cena is one of the world's most popular athletes across social media with more than six million Twitter followers, as well as 27 million likes on Facebook, making him the most-followed active U.S. athlete on Facebook.

"With his outstanding record of accomplishments in WWE and beyond, the iconic John Cena is the perfect WWE Superstar to represent the **WWE 2K** franchise as we launch the first-ever WWE video game on next-generation consoles," said Chris Snyder, Vice President of Marketing at 2K. "Along with monumental gameplay, graphical and presentation improvements, we are confident that Cena will drive **WWE 2K15** to cement its spot in history as the greatest WWE video game released to date."

Developed collaboratively by Yukes and Visual Concepts, a 2K studio, **WWE 2K15** is not yet rated by the ESRB. **WWE 2K15** is currently scheduled for release on Xbox One, Xbox 360, PS4, and PS3 on October 28, 2014 in North America and October 31, 2014 internationally.

For more information on **WWE 2K15** and 2K, visit wwe.2k.com, become a fan on [Facebook](#), follow the game on [Twitter](#) or subscribe on [YouTube](#).

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, Miami, London, Mumbai, Shanghai, Singapore, 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 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; 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.

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, 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>.

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.

**According to 2008 - 2014 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through May 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, in the section entitled "Risk Factors," 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140701005184/en/>

Source: Take-Two Interactive

2K

Jaime Jensen, 415-507-7910

jaime.jensen@2k.com

or

Take-Two Interactive Software, Inc.

Alan Lewis, 646-536-2983

Corporate Press

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@wwe.com