

## The King Reigns: 2K Sports Announces LeBron James as NBA® 2K14 Cover Athlete

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*With James' first ever video game cover appearance and the exclusive King James pre-order package, 2K Sports' legendary NBA franchise continues its domination on both current and next-generation console platforms*

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NEW YORK--(BUSINESS WIRE)--Jun. 7, 2013-- [2K Sports](#) today announced that 2013 NBA MVP, LeBron James, will make his video game cover debut on [NBA® 2K14](#), the next installment of the top-selling and top-rated NBA video game simulation franchise\*. As one of the greatest athletes of this generation, James will lead 2K Sports' groundbreaking [NBA 2K](#) franchise into the future of sports video games with two dynamic and distinctly unique experiences for current and next-generation consoles.

"My friends, family, and fans all know how much I love **NBA 2K**. I remember, as a kid, getting so excited for the game to come out and see who was on the cover and it's amazing to be a part of this great tradition," said James, who is currently defending the Miami Heat's world championship in the NBA Finals. "I love partnerships and opportunities that connect me directly with fans. I know from my own experience and now watching my own kids, **NBA 2K** is among the coolest and purest ways for fans to connect to the NBA. I love being a part of it."

2K Sports also announced the King James Bonus Pack, which offers exclusive content featuring LeBron James. Customers who [pre-order NBA 2K14](#) for the Xbox 360® games and entertainment system from Microsoft and PlayStation®3 computer entertainment system will receive:

- 10,000 Virtual Currency to get a jump start on the competition;
- Extra content for the new Path to Greatness mode;
- LeBron James unlocked in Blacktop Mode;
- The all-new LeBron James Signature Skill available for your MyPlayer.

"Widely regarded as the best player today, LeBron James is the perfect choice for **NBA 2K14**, the biggest and best game in our **NBA 2K** franchise history," said Jason Argent, SVP of Sports Operations at 2K Sports. "**NBA 2K** set the benchmark for sports gaming on the current-generation of consoles, and **NBA 2K14** will continue that legacy on next-generation consoles. With two unique experiences that distinctly maximize the power of current and next-generation consoles, **NBA 2K14** is basketball how and where our millions of fans want to play it."

James' basketball resume includes a 2012 NBA championship and NBA Finals MVP award, four NBA MVP honors, nine All-Star appearances, six All-NBA first team selections, and two Olympic gold medals, solidifying him as the unquestioned choice in bringing **NBA 2K** basketball to fans across the globe.

Developed by Visual Concepts, a 2K studio, **NBA 2K14** is not yet rated by the ESRB. Fans that pre-order for Xbox 360 and PlayStation 3 systems will receive the King James Bonus Pack at no extra cost on day-one -- October 1, 2013 in North America and October 4, 2013 internationally. **NBA 2K14** will also be coming to Xbox One®, the all-in-one games and entertainment system from Microsoft, and PlayStation®4 computer entertainment system later this year.

\*According to 2008 - 2013 [Metacritic.com](#) and The NPD Group estimates of U.S. retail video game sales through April 2013.

For more information on 2K Sports, visit [www.2KSports.com](http://www.2KSports.com).

For more information on **NBA 2K14**, visit <http://www.facebook.com/NBA2K>.

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, 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](http://www.2k.com).

\*\*According to 2008 - 2013 [Metacritic.com](http://www.metacritic.com) and The NPD Group estimates of U.S. retail video game sales through April 2013.

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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," 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/20130607005011/en/>

Source: Take-Two Interactive

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