

The Deadman Cometh: WWE® 2K14 “Phenom Edition” to Feature Iconic WWE Superstar Undertaker®

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Collector's Offering Set to Deliver Exclusive in-Game Content, Collectible Autographed Item, Video Content and Unique Packaging

NEW YORK--(BUSINESS WIRE)--Aug. 1, 2013-- [2K](#) today announced that enigmatic WWE Superstar Undertaker® will be featured through the “Phenom Edition” of **WWE® 2K14**, the forthcoming release in the WWE flagship video game franchise. Available for the Xbox 360® games and entertainment system from Microsoft and PlayStation®3 computer entertainment system, while supplies last, the **WWE 2K14** “Phenom Edition” is scheduled to include the following items:



- Exclusive tin coffin box;
- Exclusive collectible art card personally autographed by Undertaker;
- Exclusive Undertaker playable character: “American Badass”;
- Exclusive Undertaker-themed controller skin;
- “WWE Undertaker – The Streak”: Disc #1 (on Blu-Ray/DVD);
- Access to **WWE 2K14** global pre-order offer: Ultimate Warrior playable character;
- Copy of **WWE 2K14** video game.

“The Deadman. The Lord of Darkness. The American Badass. The Phenom. In every aspect of his career, Undertaker has commanded the admiration and respect of WWE fans and newcomers alike for more than two decades,” said Chris Snyder, Senior Director of Marketing at 2K. “His unequivocal legacy will be fully realized in the **WWE 2K14** ‘Phenom Edition’ and is a must-have item for any collector.”

2K today announced that enigmatic WWE Superstar Undertaker® will be featured through the “Phenom Edition” of **WWE® 2K14**, the forthcoming release in the WWE flagship video game franchise. (Photo: Business Wire)

of several WWE titles throughout his storied 20-year career. He is best known for his unrivaled winning streak at WrestleMania®, WWE’s biggest event of the year, where he boasts a 21-0 record. Whether he took on Hulk Hogan and Ultimate Warrior early in his career, aligned in tag team competition with his brother Kane®, delivered career-defining matches against WWE Superstar Triple H® and WWE Hall of Famer Shawn Michaels® or squared off against his most recent WrestleMania opponent CM Punk®, Undertaker is responsible for some of WWE’s most prolific and memorable moments.

With captivating ring entrances and looming, omnipresent appeal, Undertaker is WWE’s longest-tenured current Superstar and holder

Become Immortal – 2K’s lineup of premier sports simulation titles expands with the Company’s upcoming release in the renowned WWE video game franchise, **WWE 2K14**. Developed by Yukes for the Xbox 360 and PlayStation 3 system, **WWE 2K14** is positioned to be the most electrifying, authentic and comprehensive WWE video game experience to date. **WWE 2K14** is not yet rated by the ESRB. Fans who pre-order **WWE 2K14** will receive Ultimate Warrior at no extra cost on launch day on October 29, 2013, in North America and November 1, 2013, internationally.

For more information on **WWE 2K14** and 2K, visit wwe.2k.com, facebook.com/WWEgames and [@WWEgames](https://twitter.com/WWEgames) on Twitter.

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

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, Miami, London, Mumbai, Shanghai, Singapore, Istanbul 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/>.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

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 maintaining and renewing key agreements, including television and pay-per-view programming distribution agreements; 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; our exposure to bad debt risk; uncertainties relating to regulatory and litigation matters; risks resulting from the highly competitive 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; risks associated with producing and travelling to and from our large live events, both domestically and internationally; the risk of accidents or injuries during our physically demanding events; risks relating to our film business; risks relating to increasing content production for distribution on various platforms, including the potential creation of a WWE Network; risks relating to our computer systems and online operations; 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, 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.

*According to 2008 - 2013 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through June 2013.

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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>.

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, 2013, in the section entitled "Risk Factors," the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2013, 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/20130801005115/en/>

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