

The Reign Continues: NBA® 2K14 Now Available

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Latest chapter of award-winning franchise delivers dynamic and distinctly unique features for the ultimate NBA simulation experience

NEW YORK--(BUSINESS WIRE)--Oct. 1, 2013-- 2K Sports today announced that **NBA® 2K14**, this year's installment of the top-rated and top-selling NBA video game simulation series*, is now available for the PlayStation®3 computer entertainment system, Xbox 360 games and entertainment system from Microsoft, and Windows PC.



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Developed by Visual Concepts, a 2K studio, **NBA 2K14** is rated E for Everyone by the ESRB and available now at leading retailers everywhere. **NBA 2K14** for PlayStation 4 and Xbox One, the all-in-one games and entertainment system from Microsoft will be available at retail in North America on November 15, 2013 and November 22, 2013, respectively.

For more information on **NBA 2K14**, visit <https://www.facebook.com/NBA2K> and follow [@2K on Twitter](#).

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

About 2K

Founded in 2005, 2K develops and publishes interactive entertainment globally for console systems, handheld gaming systems

“Our goal with **NBA 2K14** was to develop our finest basketball game yet by delivering more of our signature realism, incorporating innovative new controls, and adding unique game modes,” said Greg Thomas, president of product development for 2K Sports. “From our partnership with LeBron James to the meticulous refinements in gameplay, this year’s title cements **NBA 2K**’s legacy as the premier sports simulation experience.”

This year’s current gen **NBA 2K14** package offers exciting new features, including today’s top Euroleague teams and Dynamic Living Rosters powered by Stats, Inc. Additionally, 2K worked to incorporate gameplay upgrades, such as Pro Stick TM; new Signature Skills; and offensive and defensive improvements to further balance player interactions.

To date, **NBA 2K14** has received the following review accolades:

“NBA 2K14 is simply the best hoops sim I’ve ever played.” - IGN

“With lifelike animations, realistic player models, and an assortment of moves, NBA 2K14 further blurs the line between the real game and its digital equivalent.” – GameSpot

“Head-spinning attention to detail and hands-down the best broadcast presentation in sports.” – Kotaku

“Prepare yourself for the best simulation basketball game ever made.” – Bleacher Report

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 August 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/20131001005452/en/>

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