

2K Announces WWE® 2K14 Downloadable Content and Season Pass Program

October 21, 2013 8:00 AM ET

Scheduled to include playable WWE Superstars, Divas and Legends, along with gameplay and creation suite additions

NEW YORK--(BUSINESS WIRE)--Oct. 21, 2013-- [2K](#) today announced details surrounding downloadable content and a Season Pass program for **WWE® 2K14**, the forthcoming release in the flagship WWE video game franchise. The content offering, slated to include an extensive variety of playable WWE Superstars, Divas and Legends, will be available for the Xbox 360 games and entertainment system from Microsoft and PlayStation®3 computer entertainment system.



Big E Langston makes his WWE 2K14 debut as part of the game's Season Pass DLC. (Photo: Business Wire)

system:

“**WWE 2K14** delivers a comprehensive selection of downloadable content, including impressive roster additions, fan-favorite gameplay and customization options,” said Chris Snyder, Senior Director of Marketing at 2K. “Combined with the game’s Season Pass program, we are offering the ultimate WWE video game experience for an amazing value.”

About the **WWE 2K14** Downloadable Content Program*

The **WWE 2K14** downloadable content program is scheduled to include the following items, which will be available on the Xbox Live online entertainment network from Microsoft for Xbox 360 and on PlayStation®Network for the PlayStation®3

Content Group #1 – nWo Pack and Accelerator:

- Playable New World Order (nWo)-themed Superstars: Kevin Nash, Scott Hall, “Macho Man” Randy Savage, Syxx, Curt Hennig, Scott Steiner and The Giant;
- Accelerator: Enables players to unlock all in-game items, as well as customize individual WWE Superstar attributes:
 - The nWo Pack will be available for a suggested purchase cost of \$8.99;
 - The Giant will be available free of charge;
 - The Accelerator will be available for a suggested purchase cost of \$1.99;
 - The Accelerator is currently scheduled for release on launch day – October 29, 2013 in North America and November 1, 2013 internationally;
 - The nWo Pack is currently scheduled for worldwide release in November 2013.

Content Group #2 – WWE Superstars and Moves Pack:

- WWE Superstars: Fandango and Big E Langston;
- WWE Divas: Brie Bella, Nikki Bella and Summer Rae;
- Moves Pack: More than 30 new moves and taunts, including the Black Widow (made popular by AJ Lee) and the Koji Clutch (made popular by CM Punk):
 - WWE Superstars and Divas, along with the Moves Pack, will be available for a suggested purchase cost of \$7.99;
 - Summer Rae will be available free of charge;
 - All content is currently scheduled for worldwide release in December 2013.

Content Group #3 – WWE Legends and Creations Pack:

- WWE Hall of Famers: Bruno Sammartino and “The American Dream” Dusty Rhodes;
- Legendary WWE Superstars: “Ravishing” Rick Rude and Jake “The Snake” Roberts;
- Playable Superstar: WWE Manager and pop culture icon Virgil;
- Custom Superstar Parts Pack: 15 new Superstar parts to utilize for the most creative freedom in WWE Games history:
 - WWE Legends and the Creations Pack will be available for a suggested purchase cost of \$8.99;
 - Virgil will be available free of charge;
 - All content is currently scheduled for worldwide release in January 2014.

About the **WWE 2K14** Season Pass Program

*Players may purchase **WWE 2K14** downloadable content at a reduced price point through the game’s Season Pass program. For a one-time purchase cost of \$19.99, a savings of more than 25 percent versus individual content purchases, players will receive the following items:*

- Season Pass Program Exclusive – Playable “The Outsiders”-themed Superstars: Scott Hall and Kevin Nash;
- All Content Groups: nWo and Accelerator Packs, WWE Superstars and Moves Pack and WWE Legends and Creations Pack;
- Online Badges: Over 10 exclusive options.

** Xbox Live or PlayStation Network account and Internet connection required. Copy of **WWE 2K14** required to play.*

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 deliver the greatest roster in franchise history and be the most electrifying, authentic and comprehensive WWE video game experience to date. **WWE 2K14** is rated T for Teen by the ESRB. Players 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](http://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 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](http://www.metacritic.com) and The NPD Group estimates of U.S. retail video game sales through September 2013.*

"PlayStation" is a registered trademark of Sony Computer Entertainment Inc.

All trademarks and copyrights contained herein are the property of their respective holders.

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/20131021005195/en/>

Source: Take-Two Interactive Software

2K

Jaime Jensen, 415-507-7910

jaime.jensen@2ksports.com

or

Access Communications for 2K

Ian Guss, 917-522-3536

iguss@accesspr.com

or

Take-Two Interactive Software, Inc.

Alan Lewis (Corporate Press), 646-536-2983

alan.lewis@take2games.com

or

WWE

Matthew Altman, 203-352-1177

matthew.altman@wwecorp.com