

## NBA 2K Online Free-To-Play Game Opens on Tencent Portal in China

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NEW YORK--(BUSINESS WIRE)--Jun. 25, 2012-- 2K Sports today announced the public launch of its free-to-play **NBA® 2K Online** game on the Tencent Games portal in China. Selected players who have an activation account can now log on to the website (<http://nba2k.qq.com>) to test the title and discover the innovative gameplay experience of **NBA 2K Online**. The "no data wipe" open beta for **NBA 2K Online** will save players' in-game data and records to ensure that their progressions are maintained and up to date when the game goes live.

"We're pleased that our partnership with Tencent continues to make progress and consumers are beginning to experience our world renowned NBA brand and signature gameplay," said David Ismailier, Chief Operating Officer at 2K. "Online gaming in Asia represents one of our organization's key, long-term strategic initiatives. We are encouraged by this opportunity to complement our core business through leveraging our proven franchise and development expertise with one of the region's most successful online services."

**NBA 2K Online** is being co-developed by Tencent and 2K Sports in Shanghai. The online game service builds on 2K Sports' award-winning basketball simulation franchise in an exciting MMO format, matching an engaging **NBA 2K** simulation gameplay with entirely new RPG activities, such as character personalization, quests and achievements.

Other features include:

- **Various game modes** - presented on the industry-leading **NBA 2K** basketball game engine;
- **Fully-user customizable content** - in-game players, user-created tournaments, and multiplayer teams;
- **Highly accessible design** - with keyboard/mouse control and intuitive user interface;
- **Strong community** - integrates social networking functions and leaderboards.

For more information on 2K Sports, visit <http://www.2KSports.com>.

For more information on **NBA 2K Online**, visit <http://nba2k.qq.com>.

2K Sports is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. ([TTWO](#)).

### About Tencent

Tencent aims to enrich the interactive online experience of Internet users by providing a comprehensive range of Internet and wireless value-added services. Through its various online platforms, including Instant Messaging QQ, web portal QQ.com, the QQ Game Open Platform under Tencent Games, multi-media social networking service Qzone and wireless portal, Tencent services the largest online community in China and fulfills the user's needs for communication, information, entertainment and e-Commerce on the Internet.

Tencent has three main streams of revenues: Internet value-added services, mobile and telecommunications value-added services and online advertising.

Shares of Tencent Holdings Limited are traded on the Main Board of the Stock Exchange of Hong Kong Limited, under stock code 00700. The Company became one of the 43 constituents of the Hang Seng Index (HSI) on June 10, 2008. For more information, please visit

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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, which publishes its titles under the 2K Games, 2K Sports and 2K Play brands. 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>.

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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 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, 2012, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, which can be accessed at <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.

Source: Take-Two Interactive Software

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