

2K Announces Paul George as Cover Star of MyNBA®2K16 Companion App

September 16, 2015 8:01 AM ET

Two-time NBA All-Star to help fans connect even further with the NBA 2K experience anywhere, anytime

NEW YORK--(BUSINESS WIRE)--Sep. 16, 2015-- **2K** today announced that **NBA 2K16**, this year's iteration of the top-rated video game simulation series for the last 15 years*, will extend more opportunities for fans to experience the franchise with the **MyNBA2K16** Companion app. Launching on October 1, 2015, **MyNBA2K16** will feature two-time NBA All-Star Paul George as its inaugural cover star.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150916005087/en/>

"I've been a long-time fan of the **NBA 2K** series and love staying close to the game when I'm on the road," said **MyNBA2K16** cover athlete Paul George. "Being selected as the face of **MyNBA2K16** is the perfect opportunity to stay connected with the game, as well as represent the **NBA 2K** franchise."

Keeping with the series' commitment to authenticity, **MyNBA2K16** will provide fans a chance to stay constantly connected to **NBA 2K**, packing new features including MyCAREER display, MyPLAYER store, more ways to earn virtual currency and all-new episodes of 2KTV into the mobile experience. **MyNBA2K16** will also include the collectible card game MyTEAM Mobile, where gamers can collect their favorite NBA athlete cards and challenge competitors globally in quick games, season tournaments and in-game special events.

MyNBA2K16 includes the **NBA 2K** themed card game, **MyTEAM Mobile**, which allows players to collect their favorite NBA player cards to challenge other competitors across the world in exhibition games, season tournaments and in-game special events. Fans will be able to earn Virtual Currency for **NBA 2K16** via the **MyNBA2K16** Companion app, creating a seamless cross-platform **NBA 2K** experience for fans on the go.

"It was a natural choice to select Paul George as 2K's first-ever cover athlete for **MyNBA2K16**," said Alfie Brody, Vice President of Marketing for **NBA 2K**. "We're always looking to go where our fans are, and with Paul on the cover, **MyNBA2K16** will bring the ultimate mobile experience to fans worldwide."

Developed by Cat Daddy Games in conjunction with Visual Concepts, both 2K studios, **MyNBA2K16** will be available for download free of charge on the App Store for iOS devices, including the iPhone, iPad and Pod touch, as well as the Google Play Store and Amazon Appstore for Android devices on October 1, 2015.

Follow [@NBA2K](#) on [social media](#) and look for the hashtag **#BeTheStory** for the latest **NBA 2K16** and **MyNBA2K16** news.

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

Online Account (13+) required to access online features. See www.take2games.com/legal and www.take2games.com/privacy for additional details.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, publisher and marketer 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 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, Hangar 13, 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 innovative Evolve™, 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 - 2015 [Metacritic.com](http://www.metacritic.com) and The NPD Group estimates of U.S. retail video game sales through August 2015.*

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

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, 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, 2015, including the risks summarized in the section entitled "Risk Factors," the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2015, 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.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20150916005087/en/>

Source: Take-Two Interactive

2K

Ryan Peters, 415-507-7607

ryan.peters@2k.com

or

Access Communications for 2K

Jessica Roache, 415-844-6203

jroache@accesspr.com

or

Take-Two Interactive Software, Inc.

Alan Lewis, 646-536-2983

Corporate Press
alan.lewis@take2games.com