

2K Announces 2014 NBA MVP Kevin Durant as NBA® 2K15 Cover Athlete

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NBA 2K's collaboration with the NBA's best players continues in the next iteration of the legendary franchise

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NEW YORK--(BUSINESS WIRE)--May 7, 2014-- [2K](#) today announced that Oklahoma City Thunder superstar, four-time NBA scoring champion, and recently crowned 2014 NBA Most Valuable Player, Kevin Durant, will make his solo debut as video game cover athlete on [NBA® 2K15](#), the next installment of the top-selling and top-rated NBA video game simulation franchise*. With the selection, Durant completes a banner year in which he garnered the NBA's top award for the first time in his career and fulfilled his lifelong dream of being the feature athlete on an **NBA 2K** cover, all while cementing his legacy as one of the greatest players of this generation.



"I'm honored to be selected for the cover of NBA 2K," said Durant, who is currently leading the Oklahoma City Thunder against Los Angeles Clippers during this year's NBA Playoffs. "I've been an avid fan and player of **NBA 2K** since I was a kid, and being selected as the sole cover athlete of **NBA 2K15** is an amazing accomplishment at this point of my life. I feel like my time has come."

"We're continually challenging ourselves to align the **NBA 2K** franchise with the best of this generation, and Kevin Durant brings one of the NBA's greatest into our stable of kings," said Alfie Brody, Vice President of Marketing for 2K. "Our goal is to consistently bring an unmatched experience for the millions of fans that play the **NBA 2K** series, while paralleling the NBA's evolution and growth year-over-year."

In addition to his accomplishments as four-time NBA scoring champion, and winning the 2014 NBA MVP award, Durant's impressive basketball resume includes four All-NBA

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team selections, five NBA All-Star selections, and the 2007-2008 NBA Rookie of the Year award, solidifying him as the perfect choice to bring NBA 2K basketball to fans across the globe.

2K also announced that customers can pre-order **NBA 2K15** for the PlayStation®3 and PlayStation®4 computer entertainment systems, the Xbox One all-in-one games and entertainment system and Xbox 360 games and entertainment system from Microsoft, and PC by visiting <http://2kgam.es/BuyNBA2K15>.

Developed by Visual Concepts, a 2K studio, **NBA 2K15** is not yet rated by the ESRB. **NBA 2K15** is scheduled for release on PS4™, PS3™, Xbox One, Xbox 360, and PC on October 7, 2014 in North America and October 10, 2014 internationally.

*According to 2008 - 2014 [Metacritic.com](#) and The NPD Group estimates of U.S. retail video game sales through March 2014.

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

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>.

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, 2K Marin, 2K Czech, 2K Australia, 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.

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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 December 31, 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/20140507005353/en/>

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