

## Kobe Bryant's Legacy Lives On in NBA® 2K17 Legend Edition

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*Basketball icon and past NBA 2K cover athlete to grace cover in celebration of his career; fans to receive exclusive memorabilia and in-game digital content*

NEW YORK--(BUSINESS WIRE)--Apr. 13, 2016-- **2K** today announced that **NBA 2K** will celebrate the renowned basketball legacy of the Los Angeles Lakers' Kobe Bryant by featuring the 18-time NBA All-Star on the cover of the **NBA 2K17 Legend Edition**. This special edition of the top-rated NBA video game simulation series for the last 15 years\* will highlight Bryant's career with special Kobe-themed memorabilia and digital content extending his legacy for fans beyond his final NBA game tonight.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160413005324/en/>



2K today announced that NBA 2K will celebrate the renowned basketball legacy of the Los Angeles Lakers' Kobe Bryant by featuring the 18-time NBA All-Star on the cover of the NBA 2K17 Legend Edition. (Graphic: Business Wire)

and 12-time member of the All-Defensive team. In addition, he has led the NBA in scoring twice, and ranks third on both the league's all-time regular season scoring and all-time postseason scoring lists.

2K will debut the cover star for the standard edition of **NBA 2K17** during the **NBA 2K16 Road to the Finals** \$250,000 championship event this June.

The **NBA 2K17 Legend Edition** will be available in both digital and physical formats for \$79.99 on PlayStation®4

“It’s a great honor to partner with **2K** on the **NBA 2K17 Legend Edition**,” said Kobe Bryant, whose retirement tonight marks a storied 20-year career. “As I walk off the NBA court for the final time, it’s exciting to know my fans can continue to celebrate my lifelong career as a Los Angeles Laker.”

Gamers that pre-order the **NBA 2K17 Legend Edition** will receive special Kobe memorabilia and in-game digital content, including:

Physical Items:

- Limited-edition Kobe poster;
- Two Kobe Panini trading cards;
- Black Mamba game controller skin.

Digital Content:

- 30,000 Virtual Currency;
- MyTEAM Bundle + (includes 3 packs with guaranteed Kobe limited use card);
- Nike Kobe 11 retirement shoes;
- Kobe #8 Mitchell and Ness jersey;
- Kobe hoodie;
- And, more!

Bryant’s **Legend Edition** cover marks the second **NBA 2K** appearance for the 15-time member of the All-NBA Team,

computer entertainment system and Xbox One. The *NBA 2K17* standard edition will be available in digital and physical formats for \$59.99 on PlayStation®4 system and PlayStation®3 computer entertainment system, Xbox One and Xbox 360; and Windows PC platforms in September 2016.

Fans can pre-order *NBA 2K17* at participating North American retail and online vendors, ensuring they receive their copy and in-game bonuses on the game's September release date.

Developed by Visual Concepts, *NBA 2K17* is not yet rated by the ESRB.

Follow [@NBA2K](#) on [social media](#) and look for the hashtag [#ThisIsNotAGame](#) for the latest *NBA 2K17* news.

*\*According to 2000 - 2016 [Metacritic.com](#) and [Gamerankings.com](#).*

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](http://www.2k.com).

*\*According to 2008 - 2016 [Metacritic.com](#) and *The NPD Group estimates of U.S. retail video game sales through February 2016.**

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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, 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 December 31, 2015, and the Company's other periodic filings with the SEC, which can be accessed at [www.take2games.com](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.

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