

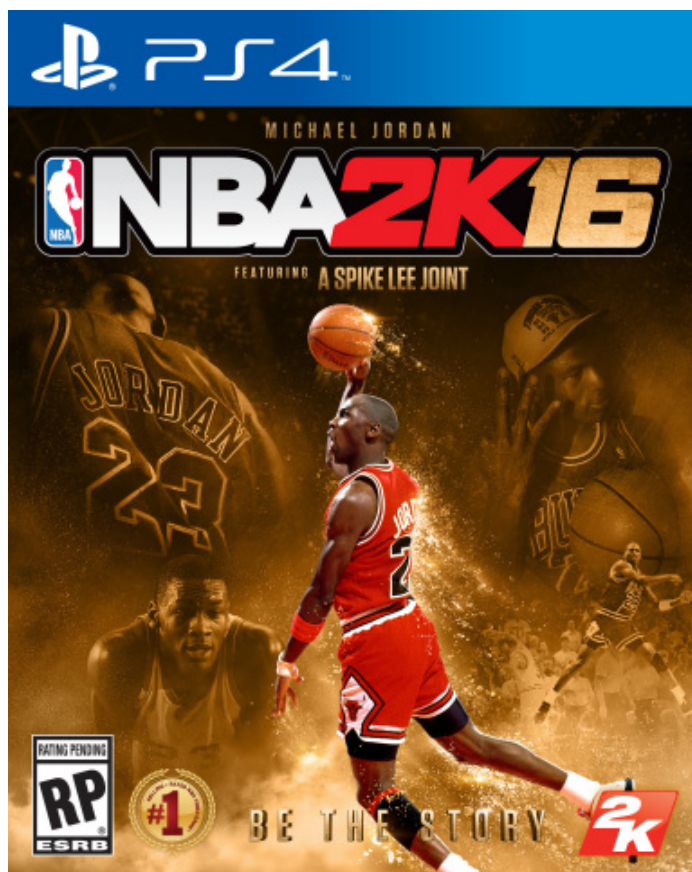
NBA® 2K16 Takes Flight with Special Edition Featuring NBA Legend Michael Jordan

June 24, 2015 8:30 AM ET

World-renowned basketball icon and past NBA 2K cover athlete to grace the Special Edition cover; fans to receive exclusive memorabilia and in-game content

NEW YORK--(BUSINESS WIRE)--Jun. 24, 2015-- **2K** today announced that **NBA 2K16** will feature Michael Jordan on the cover of this year's Special Edition. The next iteration of the NBA video game simulation series that's been top-rated for the last 15 years*, will celebrate Jordan's Hall of Fame legacy and give fans even more options to customize their in-game experience.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150624005115/en/>



2K today announced that NBA 2K16 will feature Michael Jordan on the cover of this year's Special Edition. The NBA 2K16 Michael Jordan Special Edition will be available in both digital and physical formats for \$79.99 on PlayStation®4 computer entertainment system.

PlayStation® 4 computer entertainment system and Xbox One.

2K previously announced that three of the NBA's top superstars will be making their cover debuts on the standard edition of **NBA 2K16**: Golden State Warriors' Stephen Curry, Houston Rockets' James Harden and New Orleans Pelicans' Anthony Davis. The game will also highlight an all-new MyCAREER mode that was written and directed by acclaimed filmmaker Spike Lee.

Developed by Visual Concepts, **NBA 2K16** is not yet rated by the ESRB. **NBA 2K16** will be available for PlayStation® 4

Gamers that pre-order the Special Edition will receive **NBA 2K16** on Friday, September 25, four days before the standard launch, along with memorabilia and other in-game content, including:

- Jordan **NBA 2K16** Poster;
- Jordan Fathead® Wall Cling;
- Digital Jordan shoes for your MyPLAYER;
- Digital Jordan T-shirt for your MyPLAYER;;
- Digital Jordan jersey for your MyPLAYER;
- 30,000 Virtual Currency;
- MyTEAM VIP+;
- 3 Emerald Packs AND a new Special Edition Exclusive Moments Card.

Jordan's appearance on **NBA 2K16** marks the third **NBA 2K** cover appearance for the 14-time NBA All-Star, six-time NBA World Champion, five-time NBA Most Valuable Player and NBA Hall of Fame inductee.

"I'm excited about this year's **NBA 2K**'s Special Edition," said Michael Jordan. "**NBA 2K16** allows gamers young and old to not only experience and re-create some of my greatest moments on the basketball court but also customize their players with Jordan shoes and apparel."

The **NBA 2K16** Michael Jordan Special Edition will be available in both digital and physical formats for \$79.99 on

and PlayStation®3 computer entertainment systems, Xbox One and Xbox 360; and Windows PC platforms on September 29, 2015.

Fans can pre-order **NBA 2K16** at participating North American retail and online vendors, ensuring they receive their copy and in-game bonuses ahead of the game's September 29 release date. While game covers will be distributed at random, each game box includes a foldable insert with all 3 individual cover athletes, ensuring the ability to insert the cover of their choice into the front of box.

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

**According to 2000 - 2015 [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.

**According to 2008 - 2015 [Metacritic.com](#) and The NPD Group estimates of U.S. retail video game sales through May 2015.*

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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," 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.

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