

The New Dynasty Comes to a New Console: 2K Sports Announces NBA® 2K13 Now Available for Wii U

November 19, 2012 8:01 AM ET

Top NBA video game launch title for brand new Nintendo console

NEW YORK--(BUSINESS WIRE)--Nov. 19, 2012-- 2K Sports today announced that **NBA® 2K13**, the latest installment in the top-selling and top-rated NBA video game simulation franchise*, is now available in North America for Nintendo's Wii U™ system, and will be available internationally during the system's initial launch phase.



NBA(R) 2K13 now available in North America for Nintendo's Wii U(TM) system. (Photo: Business Wire)

them to call plays and make substitutions at the touch of a finger. In MyCAREER mode, the GamePad displays the MyPLAYER's shot chart and statistics, giving players detailed insight on their performance.

NBA 2K13's launch on Wii U is the latest news in a record-shattering launch cycle. In its first week of sales, **NBA 2K13** sold through 49 percent more copies than the franchise's previous top-seller, **NBA 2K11**. This growth is due in part to the expanding global popularity of the **NBA 2K** brand, which accounted for a 66 percent increase in international sales compared to **NBA 2K11**.

Fans have flocked online to experience **NBA 2K13** action with their friends, and the number of online users has more than doubled from last year's **NBA 2K12**. In addition, the number of online games played has also grown exponentially, as **NBA 2K13** has experienced a 127 percent increase over last year's totals**.

This year, 2K Sports transcends sports video games by joining forces with multi-platinum recording artist JAY Z, who serves as the Executive Producer of **NBA 2K13**. The music icon personally curated the game's 24-song soundtrack, and lent his artistic vision to its interactive menus, pregame introductions, and more. **NBA 2K13** also introduces the Control Stick, which gives players more control by mapping all dribbling and shooting to the right analog stick, as well as the long-awaited matchup between the 1992 "Dream Team" and 2012 U.S. Men's National Team.

2K Sports is supporting the game with **NBA 2K Everywhere**, giving fans the opportunity to experience **NBA 2K** virtually anywhere via an all-new mobile companion application (**MyNBA 2K**), a social game on Facebook (**NBA 2K MyLIFE**), and a full-featured mobile version of **NBA 2K13** for iPhone, iPad, iPod Touch and Android devices. **NBA 2K Everywhere** extends the **NBA 2K** experience by offering players greater flexibility, more variety and new ways to play, at home or on the go, with these all-new social and mobile games. Additionally, both the mobile companion app and Facebook game enable players to feed data and experience right back into **NBA 2K13** for Wii U, Xbox 360 and PlayStation 3, introducing a new level of connectivity and continuity to the **NBA 2K** experience.

Developed by Visual Concepts, a 2K Sports studio, **NBA 2K13** is rated E for Everyone by the ESRB and is now available at

"We are thrilled that **NBA 2K13** is an integral part of Wii U's launch," said Greg Thomas, president of product development for 2K Sports. "The game not only includes the same great feature set as the other consoles, but also has several exclusives that utilize the Wii U GamePad technology."

The Wii U version of **NBA 2K13** marks the first time the franchise has been available in high definition on a Nintendo console. The title includes several console-specific features, including the Gatorade Biometric Scan, which utilizes the Wii U™ GamePad to display up-to-the-second details on players' moods, fatigue levels, and performance. Players can also use the GamePad touch screen to access all of their coaching options, which will allow

leading video game retailers nationwide for the Xbox 360, PlayStation 3 system, Wii, Wii U, PSP system and Windows PC. The Wii U™ version of the title will be available internationally during the system's initial launch phase.

For more information on 2K Sports, visit www.2KSports.com.

For more information on **NBA 2K13**, visit <http://www.facebook.com/NBA2K>.

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

**According to 2008 - 2012 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through October 2012.*

***Based on internal estimates for comparable platforms.*

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>.

About 2K

Founded in 2005, 2K develops and publishes interactive entertainment for console systems, handheld gaming systems and personal computers, including smartphones and tablets through its three divisions: 2K Games, 2K Sports, and 2K Play that are delivered through physical retail, digital download, online platforms and cloud streaming services. 2K publishes titles in today's most popular gaming genres, including first-person shooters, action, role-playing, real-time 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, Irrational Games, 2K Marin, 2K Australia, 2K Czech, Cat Daddy Games, and 2K China. 2K has achieved many key industry milestones, including launching the 2007 Game of the Year - *BioShock®*; publishing the critically acclaimed *Borderlands®* franchise; continuing the award-winning *Sid Meier's Civilization®* series; delivering the #1 rated and #1 selling basketball franchise with *NBA® 2K®*; and breaking new ground in the family entertainment market with its multi-million unit selling hit *Carnival Games*. 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.

Windows, Xbox, Xbox 360 and Xbox LIVE are either trademarks or registered trademarks of the Microsoft group of companies.

"PlayStation" is a registered trademark of Sony Computer Entertainment Inc.

Nintendo trademarks and copyrights are properties of Nintendo.

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 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 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/20121119005255/en/>

Source: Take-Two Interactive

2K Sports

Ryan Balke, 415-507-7698

ryan.balke@2ksports.com

or

Access Communications for 2K

Travis Moses, 415-844-6218

tmoses@accesspr.com

or

Take-Two Interactive Software, Inc.

Alan Lewis (Corporate Press/Investor Relations)

646-536-2983

alan.lewis@take2games.com