

## NBA and Take-Two to Launch NBA 2K eLeague

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*First Official eSports League Operated by U.S. Professional Sports League Set for 2018 Debut*

NEW YORK--(BUSINESS WIRE)--Feb. 9, 2017-- The National Basketball Association (NBA) and Take-Two Interactive Software, Inc. (NASDAQ:TTWO) today announced plans to launch the **NBA 2K eLeague**, a new, professional competitive gaming league that will bring together the best basketball gamers in the world. This marks the first official eSports league operated by a U.S. professional sports league.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170209005348/en/>



Take-Two CEO Strauss Zelnick, right, joins NBA Commissioner Adam Silver, left, at the league's headquarters in New York, N.Y. on Wednesday, February 8th, 2017 as they announce plans to launch the NBA 2K eLeague, a new, professional competitive gaming league. NBA 2K eLeague will bring together the best basketball gamers in the world, and marks the first official eSports league operated by a U.S. professional sports league. (Photo: Business Wire)

competitive gaming expertise to create a brand new league experience.”

“We are proud to expand our strong relationship with the NBA and co-create the **NBA 2K eLeague**,” said Strauss Zelnick, Chairman and CEO of Take-Two. “Through the **NBA 2K** series, which is renowned throughout the world for capturing the authenticity of the NBA and the passion of its fans, we have a proven track record of highly successful collaboration. With this new venture, Take-Two and the NBA aim to fuel the accelerating growth of eSports and take the thrill of competition to exciting new heights.”

The relationship between NBA and Take-Two dates back to 1999, with the **NBA 2K** series selling over 68 million units worldwide. The most recent release, **NBA 2K17**, is the highest-rated annual sports game of the current console generation and the highest-rated title in the history of the **NBA 2K** series.<sup>(1)</sup> To date, **NBA 2K17** has sold-in nearly 7 million units, and is poised to become 2K’s highest-selling sports title ever.

In December, 2K launched its second official eSports competition, **NBA 2K17 All-Star Tournament**, which offers teams of gamers the chance to win a trip to NBA All-Star 2017. The 5-on-5 tournament, featuring a \$250,000 grand prize, will culminate on Feb. 17 in New Orleans.

Set to debut in 2018, this groundbreaking competitive gaming league will consist of teams operated by actual NBA franchises. The founding teams, each composed of five professional eSports players who will play the game as user-created avatars, will be announced in the coming months. The **NBA 2K eLeague** will follow a professional sports league format: competing head-to-head throughout a regular season, participating in a bracketed playoff system, and concluding with a championship matchup.

“We believe we have a unique opportunity to develop something truly special for our fans and the young and growing eSports community,” said NBA Commissioner Adam Silver. “We look forward to combining our best-in-class NBA sports team operators with Take-Two’s

## **About the NBA**

The NBA is a global sports and media business built around three professional sports leagues: the National Basketball Association, the Women's National Basketball Association, and the NBA Development League. The league has established a major international presence with games and programming in 215 countries and territories in 49 languages, and NBA merchandise for sale in more than 125,000 stores in 100 countries on six continents. NBA rosters at the start of the 2016-17 season featured a record 113 international players from 41 countries and territories. NBA Digital's assets include NBA TV, NBA.com and the NBA App, which achieved record viewership and traffic during the 2015-16 season. The NBA has created one of the largest social media communities in the world, with more than 1.3 billion likes and followers globally across all league, team, and player platforms. Through NBA Cares, the league addresses important social issues by working with internationally recognized youth-serving organizations that support education, youth and family development, and health-related causes.

## **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, and Cat Daddy Games. 2K's stable of high quality titles includes the critically acclaimed BioShock®, Borderlands™, Mafia, and XCOM® franchises, the beloved Sid Meier's Civilization series, Evolve™, Battleborn®, the popular WWE 2K franchise and NBA 2K, the highest rated\* annual sports title of this console generation.

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).

<sup>(1)</sup> According to 2008 - 2016 Metacritic.com

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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: the absence of a definitive agreement with the NBA relating to the NBA 2K eLeague, 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, and risks associated with international operations. Other important factors and information are contained in the Company's most recent Annual Report on Form 10-K, including the risks summarized in the section entitled "Risk Factors," the Company's most recent Quarterly Report on Form 10-Q, 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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