

Grammy Award Winner Pharrell Williams to Curate NBA 2K15 Soundtrack

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Creative mogul and entertainment visionary to hand-select the most extensive and musically diverse soundtrack in NBA 2K history

NEW YORK--(BUSINESS WIRE)--Jul. 15, 2014-- [2K](#) today announced a new collaboration with internationally-renowned artist and producer Pharrell Williams to curate the most extensive and unique soundtrack compilation in **NBA 2K** franchise history for [NBA 2K15](#), the next installment of the top-selling and top-rated NBA video game simulation franchise*. The partnership brings together one of music's most creative minds with one of the most successful entertainment properties of the last decade.



2K today announced a new collaboration with internationally-renowned artist and producer Pharrell Williams to curate the most extensive and unique soundtrack compilation in NBA 2K franchise history for **NBA 2K15**, the next installment of the top-selling and top-rated NBA video game simulation franchise*. The partnership brings together one of music's most creative minds with one of the most successful entertainment properties of the last decade. (Photo: Business Wire)

"It was a cool experience. I tried to curate songs that were diverse but yet still proved to be motivational to gamers," said Pharrell. "It was important to me that the music complemented the on-court action of NBA basketball in **NBA 2K15**. I hope everyone enjoys it."

A renowned visionary across music, fashion, and design, Pharrell has served as a pop-culture force since his days as a founding member of N.E.R.D and the Neptunes to his latest venture with multi-media creative collective i am OTHER. His work includes producing tracks for some of the biggest albums of the decade, such as Kendrick Lamar's "Good Kid, M.A.A.D City" and Frank Ocean's "Channel Orange," as well as hit singles "Happy," "Blurred Lines" with Robin Thicke and "Get Lucky" with Daft Punk.

"Pharrell's passion and reputation as a visionary producer and expertise from working with the NBA will be evident in the largest and most eclectic **NBA 2K** soundtrack ever," said Alfie Brody, Vice President of Marketing for **NBA 2K**. "We really listened to our fans' feedback on how we could improve their experience from a music standpoint, and we're confident Pharrell's collaboration in **NBA 2K15** will impress players as much as it's impressed us."

Pharrell's soundtrack selections will be revealed later this summer. Follow [@NBA2K](#) on Twitter and use the hashtag #YourTimeHasCome for the latest **NBA 2K15** news.

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

Customers can also pre-order **NBA 2K15** by visiting <http://2kgam.es/BuyNBA2K15>.

**According to 2008 - 2014 [Metacritic.com](http://www.metacritic.com) and The NPD Group estimates of U.S. retail video game sales through May 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, 2014, 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/20140715005137/en/>

Source: Take-Two Interactive

2K

Ryan Peters

(415) 507-7607

ryan.peters@2ksports.com

or

Take-Two Interactive Software, Inc.

Alan Lewis (Corporate Press)

(646) 536-2983

alan.lewis@take2games.com

or

Access Communications for 2K

Steve Imm

(415) 844-6286

steve@accesspr.com