

WWE 2K Makes Franchise Debut on Windows PC with WWE® 2K15

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Inaugural release extends flagship WWE video games to PC platform, including feature-rich, simulation-based gameplay, fan-favorite modes and notable roster

Extensive offering of free downloadable content scheduled for release in spring 2015

NEW YORK--(BUSINESS WIRE)--Apr. 28, 2015-- [2K](#) today announced the Company's prominent WWE® video game franchise, [WWE 2K](#), has made its Windows PC worldwide debut with the release of [WWE® 2K15](#) via Steam. Available now for \$49.99, **WWE 2K15** for Windows PC mirrors the in-game content offered in **WWE 2K15** for the PlayStation®4 computer entertainment system and Xbox One, the all-in-one games and entertainment system from Microsoft, including a notable roster of WWE Superstars, Divas and Legends, the story-driven **2K Showcase** and franchise-first **MyCareer** experience.

In addition to these features, **WWE 2K15** provides consumers with a wealth of downloadable content, including playable characters, new moves and new story-driven content at no additional cost. This offering represents significant savings for consumers looking to experience **WWE 2K** on Windows PC for the first time. The free downloadable content is currently scheduled for release in spring 2015. Additional information on the available content and release schedule is as follows:

WWE 2K15 for Windows PC – Content with Game Purchase

The following content is immediately accessible at launch by consumers who purchase **WWE 2K15** for Windows PC:

- Full Game;
- Access to two playable Sting characters: the mysterious, ghost-like persona with black and white face paint, as well as his earlier look featuring bright colors and a blond, flattop hairstyle;
- Access to two playable Hulk Hogan® characters: Hulk Hogan and “Hollywood” Hulk Hogan.

WWE 2K15 for Windows PC – Downloadable Content (Releasing Spring 2015)

The following content, available in spring 2015, will be available free of charge to consumers who purchase **WWE 2K15** for Windows PC:

- WCW Pack
 - Playable WCW Superstars: Bam Bam Bigelow, Diamond Dallas Page, Fit Finlay, Lord Steven Regal and Lex Luger;
- NXT® ArRIVAL Pack
 - Playable Former WWE Champion, NXT General Manager and Monday Night Raw announcer: JBL®;
 - Playable NXT Superstars: Adam Rose™ and The Ascension™ (Konnor™ and Viktor™);
 - Playable NXT Diva: Emma™;
- New Moves Pack
 - More than 30 new moves, including an alternate version of *Sister Abigail* (made popular by Bray Wyatt™), the *Gutwrench Suplex* (made popular by Cesaro™), *Rack Attack* (made popular by Nikki Bella™) and *Running Knee Smash* (made popular by Brie Bella™), as well as the *Uso Crazy* and *Spinning Powerbomb* (made popular by Jimmy Uso® and Jey Uso®);
- Accelerator
 - Instant access to all unlockable content available in the game;
- **2K Showcase: One More Match**
 - Story focused on the rivalry between WWE Superstars Randy Orton® and Christian® in 2011;
 - Playable WWE Superstars (2011 versions): Christian, Randy Orton, Edge®, Mark Henry® and Sheamus®;

- Playable arenas from 2011: SmackDown®, Extreme Rules®, Over the Limit® and Capitol Punishment™;
- **2K Showcase: Hall of Pain**
 - Playable WWE Superstars (2011 versions): Mark Henry, Big Show®, Kane®, Jey Uso, Jimmy Uso, Sheamus, The Great Khali®, Randy Orton, Daniel Bryan® and Ryback®;
 - Playable arenas: SmackDown (2011), Vengeance® (2011) and WrestleMania® 29;
- **2K Showcase: Path of the Warrior**
 - Story focused on the career of WWE Hall of Famer Ultimate Warrior;
 - Playable WWE Hall of Famers: Ultimate Warrior (1989-1996), Hulk Hogan (1990), Andre the Giant (1988), Sgt. Slaughter (1991) and “Macho Man” Randy Savage (1991);
 - Playable WWE Legends: Honky Tonk Man (1988), Rick Rude (1990) and Colonel Mustafa (1991);
 - Playable WWE Superstars: Undertaker (1991) and Hunter Hearst Helmsley (1996);
 - Access to WWE Hall of Fame ring announcer Howard Finkel and WWE managers Jimmy Hart, Bobby Heenan, Paul Bearer, Sherri, Sid Justice and General Adnan;
 - Playable arenas: WrestleMania VI, VII and XII; SummerSlam (1988, 1990 and 1991); Saturday Night’s Main Event® XXIV and Madison Square Garden.

“**WWE 2K15** for Windows PC represents another step forward for the **WWE 2K** portfolio as we continue expanding the brand’s content offerings to additional platforms,” said Greg Thomas, President at Visual Concepts. “PC gamers who are long-time franchise fans are certain to enjoy the comprehensive and authentic WWE experience through simulation-based gameplay for the very first time.”

About **WWE 2K15** for Windows PC

WWE 2K15 offers a gameplay experience designed to elevate the long-running **WWE 2K** franchise while accurately depicting what players experience on WWE’s television programs and during live events. New animations captured in an authentic WWE ring, a new chain wrestling integration, strategic strike attacks, a new stamina mechanic and an updated on-screen display reflecting player health, momentum and stamina dramatically change the gameplay experience. New proprietary facial and body scanning technology present highly realistic WWE Superstars, Divas and Legends, while WWE Hall of Famer Jerry “The King” Lawler™ and WWE commentator Michael Cole™ call the action through commentary that exceeds five times the number of recorded lines versus any prior year. Furthermore, changes to presentation elements, such as lighting and camera angles, make **WWE 2K15** the most realistic simulation to date for the franchise.

WWE 2K15 offers several fan-favorite modes, including **Creation Suite**, **Universe Mode** and the single-player, story-driven **2K Showcase**. In the mode, **2K Showcase** sees players relive two WWE rivalries – Triple H® vs. Shawn Michaels® (2002-2004) and John Cena® vs. CM Punk (2011-2013) – through 33 distinct matches with documentary-style video packages of classic WWE footage, authentic WWE Superstar commentary and cinematic cut scenes. Bonus historical objectives unlock new WWE Superstars and Championship titles, as well as alternate entrance and ring gear, that can be used in other **WWE 2K15** game modes.

For the first time in franchise history, **WWE 2K15** also introduces a new element to the gameplay experience through a career-driven mode – **MyCareer** – that will serve as a building block for future titles. In **MyCareer**, players begin their journey at the WWE Performance Center, where they are mentored by the facility’s head trainer, Bill DeMott. Players go on to compete on NXT, where they encounter a roster of current and future WWE Superstars, including Rusev™, Bo Dallas™, Adrian Neville™, Sami Zayn™ and Corey Graves™. After battling at NXT, players move up to WWE’s main roster to compete for the ultimate goal of winning the WWE World Heavyweight Championship. Overall, **MyCareer** offers an engaging gameplay experience with extensive replay value, in particular when players experience the mode as both fan favorites and rule breakers.

The **WWE 2K15** experience for Windows PC is complete with a roster of notable and rising talent. **WWE 2K15** cover Superstar and in-game soundtrack curator, John Cena, is joined by WWE Superstars Dwayne “The Rock®” Johnson,

Undertaker®, Randy Orton, Triple H and WWE Hall of Famer Stone Cold Steve Austin®, as well as many rising WWE Superstars, including Bray Wyatt™, Cesaro, Roman Reigns™, Seth Rollins™ and Dean Ambrose™.

Developed by Visual Concepts, a 2K studio, **WWE 2K15** is rated T for Teen by the ESRB and available now on Windows PC for \$49.99. In addition, **WWE 2K15** is available for the PlayStation®4 system and Xbox One, as well as the PlayStation®3 computer entertainment system and Xbox 360 games and entertainment system from Microsoft.

For more information on **WWE 2K15** and 2K, visit WWE.2K.com, become a fan on [Facebook](https://www.facebook.com/WWE2K15), follow the game on [Twitter](https://twitter.com/WWE2K15) using the hashtags #WWE2K15 and #FEELIT or subscribe to **WWE 2K** on [YouTube](https://www.youtube.com/channel/UCWWE2K15).

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

About WWE

[WWE](http://www.wwe.com), a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming reaches more than 650 million homes worldwide in 35 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all 12 live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 170 countries. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

Additional information on WWE (NYSE: WWE) can be found at [wwe.com](http://www.wwe.com) and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

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Forward-Looking Statements: This press release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include, without limitation, risks relating to: WWE Network; major distribution agreements; our need to continue to develop creative and entertaining programs and events; a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including, without limitation, claims relating to CTE; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercising control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares which are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the relatively small public "float" of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under

our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made, are subject to change without any obligation on the part of the Company to update or revise them, and undue reliance should not be placed on these statements.

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, 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.

**According to 2008 - 2015 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through March 2015.*

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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 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, 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, 2014, and the Company's other periodic filings with the SEC, which can be accessed at <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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150428005107/en/>

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