

NBA® 2K16 Lines Up Star-Studded Cast with Three Covers Featuring NBA All-Stars Stephen Curry, James Harden and Anthony Davis, and Storyline From Famed Director Spike Lee

June 5, 2015 8:00 AM ET

Legendary filmmaker and basketball aficionado to deliver the on- and off-court drama for the first time ever in a video game

NEW YORK--(BUSINESS WIRE)--Jun. 5, 2015-- **2K** today announced that **NBA 2K16**, the next iteration of the top-rated NBA video game simulation series over the last 15 years*, will define the ultimate intersection of sports and pop-culture with three unique game covers from NBA All-Stars Stephen Curry, James Harden and Anthony Davis, as well as highlighting an all-new MyCAREER mode that was written and directed by acclaimed filmmaker Spike Lee.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150605005028/en/>



2K today announced that NBA 2K16, the next iteration of the top-rated NBA video game simulation series over the last 15 years*, will define the ultimate intersection of sports and pop-culture with three unique game covers from NBA All-Stars Stephen Curry, James Harden and Anthony Davis, as well as highlighting an all-new MyCAREER mode that was written and directed by acclaimed filmmaker Spike Lee. (Photo: Business Wire)

2K also announced that three of the NBA's top superstars will be making their cover debuts on **NBA 2K16**: Golden State Warriors' Stephen Curry, Houston Rockets' James Harden, and New Orleans Pelicans' Anthony Davis. All three athletes will grace their own individual **NBA 2K16** cover, celebrating their remarkable on-court achievements this season and throughout their careers.

Demonstrating the **NBA 2K** series' commitment to authenticity and innovation, 2K and Visual Concepts joined forces with legendary filmmaker and master storyteller Spike Lee to direct, write and co-produce the **NBA 2K16**'s MyCAREER experience enabling fans to be the story of an NBA player with drama never before experienced in a sports game. Lee's resume, not only as the most famous fan of the New York Knicks, but as director for the classic feature film *He Got Game* and Nike's Mars Blackmon commercial series, demonstrates his passion for basketball culture and storytelling ability which culminate as an interactive experience in **NBA 2K16**'s MyCAREER.

"Partnering with legendary 2K and Visual Concepts is one of the most unique challenges I've had in filmmaking, and allows me to push the boundaries of innovative storytelling," said Spike Lee. "My hope is fans will feel even more connected to the world of basketball in **NBA 2K16**."

Paralleling Curry, Harden and Davis' path to stardom, **NBA 2K16**'s MyCAREER gameplay will combine **NBA 2K**'s most-played mode with a rich, original story written and directed by Lee and produced by Lee's production company, 40 Acres and a Mule.

"Working with Spike Lee on **NBA 2K16**'s MyCAREER has elevated our most popular game experience from both a visual and narrative perspective," said Greg Thomas, President, Visual Concepts. "By writing and directing the MyCAREER storyline, Spike brings the real world experience of the NBA to life like never before making **NBA 2K16** the ultimate simulation."

Each athlete, from Curry, the 2014-15 Kia NBA Most Valuable Player to Harden, a three time NBA All-Star and Davis, two-time NBA All-Star and NBA block leader who helped lead the New Orleans Pelicans franchise to its first ever playoffs appearance, has thoroughly earned the coveted cover role.

- “This season has been an incredible journey for me and my teammates, and being selected as a cover athlete for **NBA 2K16** is an amazing way to celebrate this year. It’s a blessing to be named a member of this special group and I am honored.” – **Stephen Curry, NBA’s 2015 Most Valuable Player**
- “Fans had a chance to get a glimpse of what I’m capable of this season, so I’m honored to be recognized as a cover athlete of **NBA 2K16**. I’ve dreamed of making it since I was a kid, and seeing myself on the cover is an incredible feeling.” – **James Harden**
- “I’ve enjoyed working with 2K the past few years and it’s an honor to be selected for a cover of **NBA 2K16**. Just thinking about the players who have been on **NBA 2K** covers before me makes me feel humbled to be in such amazing company.” – **Anthony Davis**

Developed by Visual Concepts, **NBA 2K16** is not yet rated by the ESRB. **NBA 2K16** will be available for PlayStation®4 and PlayStation®3 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 platforms on September 29, 2015.

Fans can pre-order **NBA 2K16** at participating North American retail and online vendors, ensuring they receive their copy beginning on Friday, September 25, four days ahead of the game’s September 29 street date, along with in-game bonuses. While game covers will be distributed at random, fans can rest at ease knowing that 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.

Developed by Visual Concepts, a 2K studio, **NBA 2K16** is not yet rated by the ESRB.

**According to 2000 - 2015 [Metacritic.com](#) and [Gamerankings.com](#)*

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, 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 April 2015.

"PlayStation" and "PS3" are registered trademarks. "PS4" is a trademark of Sony Computer Entertainment Inc.

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.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20150605005028/en/>

Source: Take-Two Interactive

2K

Ryan Peters, 415-507-7607

ryan.peters@2k.com

or

Access Communications for 2K

Steve Imm, 415-844-6286

steve@accesspr.com

or

Take-Two Interactive Software, Inc.

Corporate Press

Alan Lewis 646-536-2983

alan.lewis@take2games.com