



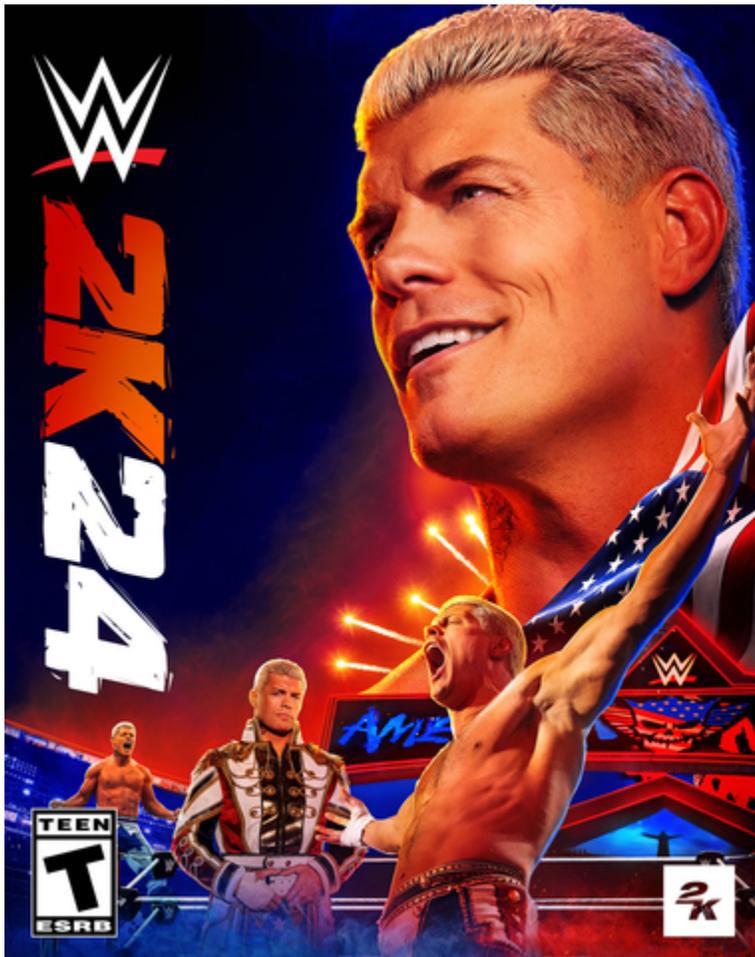
WWE® 2K24 Celebrates 40 Years of WrestleMania with 2K Showcase...of the Immortals and Forty Years of WrestleMania Edition

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Step into the ring and “Finish Your Story” with Standard Edition cover Superstar “The American Nightmare” Cody Rhodes, Deluxe Edition cover Superstars Rhea Ripley and Bianca Belair, new match types, updated gameplay, and more

NEW YORK--(BUSINESS WIRE)--Jan. 22, 2024-- Today, 2K announced [WWE® 2K24](#), the newest installment of the flagship WWE video game franchise developed by Visual Concepts, will be coming soon for PlayStation®5 (PS5®), PlayStation®4 (PS4®), Xbox Series X|S, Xbox One, and PC via Steam. As he burns a path through WWE in an effort to claim world championship gold and fulfill his destiny, “The American Nightmare” **Cody Rhodes** will be featured on the **Standard Edition** cover. Multi-time champions and Women’s Royal Rumble winners **Bianca Belair** and **Rhea Ripley** share the **Deluxe Edition** cover, marking the first time in history two women have graced a dedicated *WWE 2K* cover, while the **Forty Years of WrestleMania Edition** cover features original artwork celebrating the most iconic Superstars and Legends in WrestleMania history, including The Rock, The Undertaker, Hulk Hogan, “Stone Cold” Steve Austin, and more.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240122619947/en/>



2K announced *WWE® 2K24*, the newest installment of the flagship WWE video game franchise developed by Visual Concepts, will be coming soon for PlayStation®5 (PS5®), PlayStation®4 (PS4®), Xbox Series X|S, Xbox One, and PC via Steam. As he burns a path through WWE in an effort to claim world championship gold and fulfill his destiny, “The American Nightmare” Cody Rhodes will be featured on the Standard Edition cover. Multi-time champions and Women’s Royal Rumble winners Bianca Belair and Rhea Ripley share the Deluxe Edition cover, marking the first time in history two women have graced a

WWE 2K24 features several franchise advancements, including *2K Showcase...of the Immortals* celebrating 40 years of WrestleMania, four new match types such as Ambulance and Special Guest Referee, two new MyRISE experiences, and much more. In addition, fans can also look forward to a massive roster of more than 200* WWE Superstars and Legends including Roman Reigns, Andre the Giant, Becky Lynch, Batista, Kurt Angle, Asuka, Bret Hart, Brock Lesnar, “Macho Man” Randy Savage, Chyna, and more. Incredibly realistic graphics and improved animations – with over 90% of facial expressions updated – plus improvements to Ramp cameras and Dive cameras, and the ability to move the camera during live gameplay provide the most visually impressive *WWE 2K* experience to date. *WWE 2K24 Deluxe Edition* and *Forty Years of WrestleMania Edition* are scheduled for worldwide release on Tuesday, March 5, 2024, followed by the *Standard Edition* and *Standard Cross-Gen Digital Edition* on Friday, March 8, 2024.

“I’ve been known to keep a checklist of key milestones I want to experience on the path to finishing my story,” said Cody Rhodes. “As an avid gamer, being named *WWE 2K* cover Superstar is very, very close to the top of that list and I’m very happy to work with the teams at 2K and Visual Concepts to bring that dream to life.”

“This is an incredible milestone in my career and I’m so excited to show the world why *WWE 2K24* is a must-have and the EST game for every WWE fan and gamer,” said Bianca Belair.

“I’ve proven myself to be the most dominant competitor to ever hold the WWE Women’s World Championship,” said Rhea Ripley. “Earning the accolade of *WWE 2K24* cover Superstar is only fitting, and I’m proud to add it to my list of accomplishments.”

“Fresh off the highest-rated game in franchise history, the *WWE 2K* development team continues to build on that quality,” said Greg Thomas, President at Visual Concepts. “*WWE 2K24* offers more match types, new MyRISE storylines and characters, improvements to gameplay throughout, a *2K Showcase* 40 years in the making, and so much more. I’m very proud of the work the team has done to bring this experience to life, and I look forward to seeing players enjoy the game.”

WWE 2K24 features several hallmarks of the franchise, as well

dedicated WWE 2K cover, while the Forty Years of WrestleMania Edition cover features original artwork celebrating the most iconic Superstars and Legends in WrestleMania history, including The Rock, The Undertaker, Hulk Hogan, “Stone Cold” Steve Austin, and more. (Graphic: Business Wire)

some new additions and twists on fan favorites:

- **2K Showcase...of the Immortals** For 40 years, WrestleMania has captivated millions of fans around the globe as WWE Superstars became Legends and

spectacular moments – from Hulk Hogan slamming Andre the Giant, to “Mr. WrestleMania” Shawn Michaels and The Undertaker putting on a match for the ages, and many more – cemented WWE Hall of Fame legacies. “The Grandest Stage of Them All” has drawn earth-shaking roars from 100,000+ in attendance, as the biggest icons in WWE made history, and left every drop of blood, sweat and tears in the squared circle. 40 years in the making, the **WWE 2K24 Showcase...of the Immortals** puts players in control, playing through the most iconic moments in WrestleMania history as 2K’s distinctive Slingshot Tech seamlessly morphs gameplay to live-action footage and back again for the most immersive WrestleMania video game experience to date. A host of unlockable content adds challenge and replay value to this historical experience;

- **Iconic Roster:** **WWE 2K24** boasts a star-studded roster featuring WWE Legends including “Stone Cold” Steve Austin, Undertaker, and Andre the Giant, alongside current WWE Superstars including “The American Nightmare” Cody Rhodes, Bianca Belair, John Cena, Rhea Ripley, and Roman Reigns, whose larger-than-life entrances and signature moves are heightened by ultra-realistic graphics;
- **New Match Types and Improvements on Existing Match Types:** Players asked, and **WWE 2K24** delivers, with four new, chaotic match types: Special Guest Referee, Ambulance Match, Casket Match, and Gauntlet Match. In addition, the Backstage Brawl now features 4-player support and new interactive environmental elements – including a working elevator, breakable control room glass, and a vending machine with throwable sodas – while the Royal Rumble now offers support for eight online players in 30-Superstar online matches. All of the familiar **WWE 2K** match types, such as WarGames, Extreme Rules, TLC, Submission, Hell in a Cell, and many more also return. More details on each new match type will be shared soon;
- **Gameplay Upgrades:** **WWE 2K24** features improvements to gameplay throughout, including Super Finishers, the Trading Blows mini-game, top rope dive onto a group of opponents outside the ring, double title matches, new Paybacks and much more. New weapon types, including trash cans, guitars and microphones, plus the ability to throw weapons, allow players to bring the pain. Also, seven real WWE referees are featured to add to the immersive experience;
- **MyGM:** The popular WWE brand management simulation continues to expand with new GMs and brands to choose from, more match types, more Dramas, more Championships, talent scouts, Superstar trading between brands, Superstar contract management and the new Superstar Journey, which allows Superstars to earn XP, train and level up to gain new benefits after participating in matches;
- **MyFACTION:** The team-building mode in which players collect, manage, and upgrade an array of WWE Superstars and Legends to create their ultimate four-person factions returns with a new direct purchase card market and updated multiplayer experience. Players can now compete in ranked online QuickPlay with unique rewards and seasonal leaderboards, challenge themselves with Weekly Towers, and take on a revamped Faction Wars 2.0, featuring more real-world factions, more 4v4 match types, a Faction Wars specific reward shop and more. New themed card packs and goals will continue to roll out regularly throughout the year with seasonal content refreshes**;
- **MyRISE:** In **WWE 2K**’s unique career mode experience, two new storylines – *Undisputed* (men’s) and *Unleashed* (women’s) – put players in control of custom created Superstars looking to make a name for themselves and cement their legacies in WWE history. Featuring Roman Reigns, Cody Rhodes, Mick Foley and others performing MyRISE voiceover for the first time, alongside other Superstars and Legends, expanded rewards, original MyRISE characters and unlockables carrying-over into other game modes, and new environments, MyRISE is more impactful on the overall **WWE 2K** experience than ever before;
- **Universe:** The ultimate WWE Universe sandbox that puts players in charge of Superstar rosters, feuds, champions, weekly shows, and Premium Live Events now features expanded Rivalry actions, including run-ins, Money in the Bank cash-ins, scenarios and brawls, as well as new cutscenes, Special Guest Referee support, Double Title Matches and a Loser Leaves Town stipulation;
- **Creation Suite:** The crown jewel of the **WWE 2K** franchise, the best-in-class, most detailed and robust creation suite returns with all-new support for Create-A-Referee and Create-A-Sign, as well as new parts and animations to design custom Superstars, GMs, arenas, entrances, move sets, championships and more;

- **Peacock™ Promotion:*****New subscribers get 1 month of Peacock at no extra cost (a \$5.99 value) with purchase of any edition of **WWE 2K24** by April 14, 2024. Promotional code must be redeemed between March 12 and May 31, 2024. After offer ends, plan auto-renews at the then-current retail price (plus tax) until canceled by subscriber. Eligibility restrictions and terms apply. See <https://www.peacocktv.com/offer-terms/2k> for full terms, availability, redemption, and cancellation instructions.

WWE 2K24 Editions

WWE 2K24 features four editions of the game: **Standard Edition**, **Standard Cross-Gen Digital Edition**, **Deluxe Edition**, and **Forty Years of WrestleMania Edition**:

- The **Standard Edition** will be available for \$59.99 on previous-gen platforms (PS4, Xbox One consoles) and PC and for \$69.99 on current-gen consoles (PS5 and Xbox Series X|S);
 - **Pre-Order Bonus Offers****:** Players who pre-order the **WWE 2K24 Standard Edition** will receive the **Nightmare Family Pack**, a bonus pack of content including four playable Superstars – two alternate versions of Cody Rhodes (The “Undashing” masked Cody and the flamboyant Stardust), as well as the 1976 version of his father, WWE Hall of Famer Dusty Rhodes, plus one of Dusty’s greatest rivals, “Superstar” Billy Graham, all available as playable characters. Additional MyFACTION content includes three MyFACTION cards – a Mattel “Bruised” Cody Rhodes Gold Rarity card and, for the first time ever, Cody’s dog, Pharaoh, appears in **WWE 2K** as a Gold Rarity Manager card**. In addition, all Digital Pre-Orders of any edition of **WWE 2K24** will include the Standard Edition of **WWE 2K23**, the highest-rated game in franchise history according to Metacritic*****;
- The **Standard Cross-Gen Digital Edition** will be available for \$69.99 on PlayStation and Xbox consoles. The **Standard Cross-Gen Digital Edition** includes the **Standard Edition** across previous and current-gen platforms within the same console family and the same PlayStation or Xbox account*****;
- The **Deluxe Edition** will be available for \$99.99 for PS4, PS5, Xbox Series X|S, Xbox One, and PC. The **Deluxe Edition** includes the **Standard Cross-Gen Edition**, **Nightmare Family Pack**, plus a Season Pass to all five post-launch DLC content packs*****; the **MyRISE Mega-Boost** and **SuperCharger**, Gold Rarity Rhea Ripley MyFACTION Card, Gold Rarity Bianca Belair MyFACTION Card, and alternate attires for Bianca and Rhea. The **Deluxe Edition** will be available from March 5, 2024 – three days ahead of **Standard** and **Cross-Gen Editions**!;
- The **Forty Years of WrestleMania Edition** will be available for \$119.99 for PS4, PS5, Xbox Series X|S, Xbox One, and PC. In addition to the **Standard Cross-Gen Edition** and all bonus content included in the **Deluxe Edition**, the **Forty Years of WrestleMania Edition** includes the **Forty Years of WrestleMania Pack**, which features alternate attires for “Macho King” Randy Savage (WrestleMania 6), Rey Mysterio (WrestleMania 22), Triple H (WrestleMania 30), Charlotte Flair (WrestleMania 33), and Rhea Ripley (WrestleMania 36), as well as Gold Rarity MyFACTION cards for each, instant unlocking of all playable Showcase characters, and the **WrestleMania 40 Arena**, which will be available after launch.***** The **Forty Years of WrestleMania Edition** will be available from March 5, 2024 – three days ahead of **Standard** and **Standard Cross-Gen Editions**!

For more information on **WWE 2K24**, visit the game’s [official website](#), become a fan on [Facebook](#), follow the game on [TikTok](#), [X](#), [Instagram](#), and subscribe on [Twitch](#) and [YouTube](#). Official campaign hashtags #WWE2K24 and #FinishYourStory. Tune-in to *Monday Night Raw* tonight to see the [announcement trailer](#) and cover stars.

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

*Some Superstars require unlocking via gameplay, or pre-order purchase.

**WWE 2K24 and internet access required to play MyFACTION content. Online Account (13+) required to access online features. See www.take2games.com/legal and www.take2games.com/privacy for additional details.

***Purchase by 4/14/24. Must redeem between 3/12/24 and 5/31/24. Offer limited to US customers who are 18+ only. Offer available with a purchase of **WWE 2K24**. Offer includes one month of access to Peacock Premium at no extra cost (a \$5.99 value), available to new Peacock subscribers only who have purchased and installed **WWE 2K24** and linked their 2K Account (2K Accounts are free. After offer ends, plan auto-renews at the then-current retail price (plus tax) until you cancel. Code for Peacock Premium Subscription will be delivered via email to the email associated with the linked 2K Account. Eligibility restrictions and terms apply. See <https://www.peacocktv.com/offer-terms/2k> for full terms, availability, redemption, and cancellation instructions.

****Pre-Order Bonus Offers: **Nightmare Family Pack** pre-order bonus offer available through March 14, 2024. Pre-order **WWE 2K24 Standard Edition** and receive the **Nightmare Family Pack**, which includes four playable characters and three gold-tier MyFACTION cards (Dusty Rhodes 76, Mattel Cody Rhodes, and Pharaoh (Manager)). The **Nightmare Family Pack** is included with **Deluxe** and **Forty Years of WrestleMania** editions. For digital pre-orders, items will be automatically entitled in-game. For physical pre-orders, items will be redeemed in game via code provided in box. Terms apply. Pre-order **WWE 2K24 Standard Edition (Digital)** on any platform through March 14, 2024 and receive a digital copy of **WWE 2K23 Standard Edition** for the same platform. Digital copy of **WWE 2K23** will be automatically entitled and available to download following pre-order. **WWE 2K23** must

be downloaded to the platform account used to pre-order WWE 2K24 and is non-transferable. Offer not available to platform accounts that already own WWE 2K23 on the same platform. Terms apply.

****Based on WWE 2K23's Metacritic scores on PS5, Xbox Series X|S and PC as of December 19, 2023.

*****PlayStation 5 console required to play PS5 version. PlayStation 4 console required to play PS4 version. Xbox Series X|S console required to play Xbox Series X|S version. Xbox One console required to redeem and use Xbox One version.

*****For digital orders, post-launch Forty Years of WrestleMania Pack content and DLC will be automatically delivered on release for PC users, available for download in the PlayStation store/Library tile for PS4 and PS5 users, and available for download in Microsoft Store for Xbox users. For physical orders, post-launch DLC will be available upon release and redeemed in game via code provided in box. DLC will also be available for purchase separately.

About 2K

Founded in 2005, 2K develops and publishes interactive entertainment for video game consoles, personal computers, and mobile devices, with product availability including physical retail and digital download. The Company is home to many talented development studios, including Visual Concepts, Firaxis Games, Hangar 13, Cat Daddy Games, 31st Union, Cloud Chamber and HB Studios. 2K's portfolio currently includes several AAA, sports and entertainment brands, including global powerhouse *NBA® 2K*; renowned *BioShock®*, *Borderlands®*, *Mafia*, *Sid Meier's Civilization®* and *XCOM®* brands; popular *WWE® 2K* and *WWE® SuperCard* franchises; as well as the critically and commercially acclaimed *PGA TOUR® 2K*. Additional information about 2K and its products may be found at 2k.com and on the Company's official social media channels.

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 principally through Rockstar Games, 2K, Private Division, and Zynga. Our products are currently designed for console gaming systems, PC, and Mobile 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.

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Cautionary Note Regarding Forward-Looking Statements

The statements contained herein, which are not historical facts, including statements relating to Take-Two Interactive Software, Inc.'s ("Take-Two," the "Company," "we," "us," or similar pronouns) outlook, 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," "should," "will," or words of similar meaning and include, but are not limited to, statements regarding the outlook for our 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 risks relating to our combination with Zynga Inc.; the risks of conducting business internationally, including as a result of unforeseen geopolitical events; the impact of changes in interest rates by the Federal Reserve and other central banks, including on our short-term investment portfolio; the impact of inflation; volatility in foreign currency exchange rates; our dependence on key management and product development personnel; our dependence on our NBA 2K and Grand Theft Auto products and our ability to develop other hit titles; our ability to leverage opportunities on PlayStation®5 and Xbox Series X|S; factors affecting our mobile business, such as player acquisition costs; the timely release and significant market acceptance of our games; the ability to maintain acceptable pricing levels on our games.

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. 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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Al Stavola
2K
(415) 483-8453
al.stavola@2k.com

Alan Lewis (Corporate Press)
Take-Two Interactive Software, Inc.
(646) 536-2983
alan.lewis@take2games.com

Nathan Rillo
FINN Partners for 2K
(310) 552-4145
nathan.rillo@finnpartners.com

Greg Domino

WWE

(973) 620-1025

greg.domino@wwecorp.com

Source: Take-Two Interactive