



2K Announces Inaugural NBA® 2K20 Global Championship

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More than \$100,000 available in prizes for aspiring NBA 2K players worldwide

NEW YORK--(BUSINESS WIRE)--Sep. 17, 2019-- Today, 2K is excited to announce it is partnering with the **National Basketball Association (NBA)**, **National Basketball Players Association (NBPA)**, and **ESL**, the world's largest eSports company, to create the **NBA 2K20 Global Championship**. Featuring more than \$100,000 in prizes, the **NBA 2K20 Global Championship** is a new competitive tournament designed for aspiring **NBA 2K20** players worldwide. The global tournament will feature head-to-head competition in a series of online and offline events that will take place from October 2019 to February 2020, culminating in a final event in the United States to crown the first-ever **NBA 2K20** global champion. Registration is open today at www.nba2kgc.com.

"We're excited to partner with the NBA, NBPA and ESL to create this first-of-its-kind tournament for **NBA 2K**," said Jason Argent, Senior Vice President of Basketball Operations at 2K. "For anyone who is interested to test how their skills match up on a global scale, we encourage you to register and see if you truly have what it takes to become the best head-to-head player in the world."

"The global scale of the tournament reflects the incredible growth of basketball around the world," said Matthew Holt, NBA Senior Vice President, Consumer Products & Gaming Partnerships. "The **NBA 2K20 Global Championship** offers a chance for anyone in the world to compete."

"We are thrilled to be working with these partners in creating this milestone event in gaming," said Josh Goodstadt, EVP of Licensing for the NBPA, the commercial arm of the NBPA. "Our players come from all over the world and this is a unique experience which will allow fans from every corner of the globe to engage and compete with them through **NBA 2K**."

From October to November 2019, aspiring **NBA 2K20** players will compete in local online qualifiers in the Americas, Europe and Asia-Pacific regions that will lead to online playoffs, which will determine who advances to the regional finals. Regional finals will be held as live events at the ESL studios in Los Angeles, Paris and Sydney, where each winner will receive \$15,000 and other prizes from the NBA and 2K.

The Global Finals will be held on February 22, 2020 at the ESL studio in Los Angeles, where eight finalists will compete to determine who will be crowned the first-ever global champion. The winner of the **NBA 2K20 Global Championship** will receive \$100,000 in prizes.

For official rules, please visit www.nba2kgc.com.

Developed by Visual Concepts, **NBA 2K20** is rated E for Everyone by the ESRB. For more information on **NBA 2K20**, please visit <https://nba.2k.com/2k20/>.

Follow **NBA 2K** on [Instagram](#), [Twitter](#), [YouTube](#), and [Facebook](#) for the latest **NBA 2K20** news.

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

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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. We develop and publish products through our labels Rockstar Games, 2K, and Private Division, as well as Social Point, a leading developer of mobile games. 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 the NBA

The NBA is a global sports and media business built around four professional sports leagues: the National Basketball Association, the Women's National Basketball Association, the NBA G League and the NBA 2K League. The NBA has established a major international presence with games and programming in 215 countries and territories in 50 languages, and merchandise for sale in more than 100,000 stores in 100 countries on six continents. NBA rosters at the start of the 2018-19 season featured 108 international players from 42 countries and territories. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with 1.6 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 the NBPA

The National Basketball Players Association is the union for current professional basketball players in the National Basketball Association (NBA). Established in 1954, the NBPA's mission is to protect and support the rights and talents of our players, magnify the power of their collective will, and amplify their voices as leaders who will transcend sport and society globally.

The NBPA advocates on behalf of the best interests of all NBA players, including the negotiation of collective bargaining agreements, the filing of grievances on behalf of the players, or counseling players on benefits, educational and post-NBA career opportunities. Business opportunities are generated by the NBPI, the subsidiary of the NBPA charged with managing the players' group licensing rights.

Dedicated to preserving the legacy of its members, the NBPA Foundation provides support and assistance to persons, communities and organizations around the world that seek to improve the lives of those in need.

About ESL

ESL is the world's largest esports company. Founded in 2000, ESL has been shaping the industry across the most popular video games with numerous online and offline competitions. It operates high profile, branded international leagues and tournaments such as ESL One, Intel® Extreme Masters, ESL Pro League and other top tier stadium-size events, as well as ESL National Championships, grassroots amateur cups and matchmaking systems, defining the path from zero to hero as short as possible. With offices all over the world, ESL is leading esports forward on a global scale. ESL is a part of MTG, the leading international digital entertainment group. (www.about.eslgaming.com)

About 2K

Founded in 2005, 2K develops and publishes global interactive entertainment for console and handheld gaming systems, 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 and 2K Silicon Valley. 2K's portfolio currently includes the renowned *BioShock®*, *Borderlands™*, *Mafia* and *XCOM®* franchises; *NBA® 2K*, the global phenomenon and highest rated** annual sports title for the current console generation; the critically acclaimed *Sid Meier's Civilization®* series; the popular *WWE® 2K* and *WWE® SuperCard* franchises, as well as emerging properties *NBA® 2K Playgrounds 2*, *Carnival Games* and more. Additional information about 2K and its products may be found at 2k.com.

*According to 2008 - 2019 Metacritic.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," "should," "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, 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. 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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