



Mars and 2K Renew Joint WrestleMania® Partnership

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SNICKERS® and WWE® 2K23 Named Presenting Partners of WrestleMania 39

STAMFORD, Conn.--(BUSINESS WIRE)-- Mars, Take-Two Interactive and WWE today announced that SNICKERS® and WWE® 2K23 will return as joint Presenting Partners of *WrestleMania*, which takes place Saturday, April 1 and Sunday, April 2, 2023 at SoFi Stadium in Los Angeles.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230222005284/en/>

MARS AND 2K RENEW JOINT WRESTLEMANIA® PARTNERSHIP (Graphic: Business Wire)

Following a successful co-promotion at last year's *WrestleMania*, which marked the first time two brands served as Presenting Partners for WWE's pop culture extravaganza, the partnership continues at *WrestleMania 39*.

Ahead of the biggest matches of the year at *WrestleMania*, SNICKERS and *WWE 2K23* will continue their multi-platform campaign from last year on the *Road to WrestleMania*.

"The SNICKERS brand is thrilled to be back as one of the presenting sponsors of *WrestleMania 39*," said Ray Amati, Director of Media, Mars Wrigley. "Over the years we have seen the passion of WWE fans and know they are always hungry for high quality entertainment, which we look forward to delivering alongside our partners. SNICKERS will continue to be a solution for fans when they feel out of sorts before, during or after *WrestleMania*."

"We're excited to come back even stronger and co-present *WrestleMania 39* with SNICKERS as we tag team for WWE's biggest event of the year," said Alfie Brody, Vice President of Global Marketing Strategy at 2K. "Like our **WWE 2K23** cover Superstar, John Cena, we'll 'Never Give Up' as we take on SNICKERS head-to-head and provide fans with engaging content leading up to the main event matches."

"Last year we brought together two of our most-tenured brand partners for *WrestleMania* and it's exciting to continue the partnership as *WrestleMania* goes Hollywood in April," said Craig Stimmel, WWE Senior Vice President of Global Sales and Partnerships.

Both brands will be showcased during WWE's flagship TV programs *Monday Night Raw* on USA Network and *Friday Night SmackDown* on FOX leading up to *WrestleMania*, as well as during the *WrestleMania Kickoff Show* and *WrestleMania* each day on Peacock. The partnership also includes custom digital and social content on WWE.com and WWE's YouTube channel, which is the No. 1 most-viewed sports channel in the world.

For more information on *WWE 2K23*, visit the game's [official website for a full breakdown of the pre-order details](#), become a fan on [Facebook](#), follow the game on [Twitter](#) and [Instagram](#) using the hashtag #WWE2K23 or subscribe on [YouTube](#).

WrestleMania 39 takes place Saturday, April 1 and Sunday, April 2 live from SoFi Stadium in Los Angeles. Limited tickets are still available via ticketmaster.com

About Mars, Incorporated

Mars is a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love. With more than \$35 billion in sales, we produce some of the world's best-loved brands: M&M's®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN®, WHISKAS®, IAMS®, EXTRA®, ORBIT®, 5™, SKITTLES®, UNCLE BEN'S®, MARS DRINKS and COCOAVIA®. Alongside our consumer brands, we proudly take care of half of the world's pets through our nutrition, health and services businesses such as Banfield Pet Hospitals™, BluePearl®, Linnaeus, AniCura, VCA™ and Pet Partners™. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire its more than 100,000 Associates to create value for all its partners and deliver growth they are proud of every day. For more information about Mars, please visit www.mars.com. Join us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

About Take-Two Interactive

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 principally through Rockstar Games, 2K, Private Division, and T2 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 www.take2games.com.

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.

About WWE

WWE, 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, premium live events, digital media and publishing platforms. WWE's TV-PG programming can be seen in more than 1 billion homes worldwide in 30 languages through world-class distribution partners including NBCUniversal, FOX, BT Sport, Sony India and Rogers. The award-winning WWE Network includes all premium live events, scheduled programming and a massive video-on-demand library and is currently available in more than 180 countries. In the United States, NBCUniversal's streaming service, Peacock, is the exclusive home to WWE Network.

Additional information on WWE can be found at wwe.com and corporate.wwe.com.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

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: entering, maintaining and renewing major distribution and event agreements; WWE Network (including the risk that we are unable to attract, retain and renew subscribers); our need to continue to develop creative and entertaining programs and events; the possibility of 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 including possible disruptions and reputational risks; 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 alleging traumatic brain injury; 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; privacy norms and regulations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our indebtedness including our convertible notes; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares 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 volatility of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected 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 and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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