



Mars, Incorporated and 2K Join Forces With WWE® Ahead of WrestleMania®

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SNICKERS® and WWE® 2K22 Named Presenting Partners of WrestleMania 38

STAMFORD, Conn.--(BUSINESS WIRE)-- Mars, Incorporated, Take-Two Interactive (NASDAQ: TTWO), and WWE (NYSE: WWE) today announced a partnership that makes SNICKERS® and **WWE® 2K22** Presenting Partners of *WrestleMania 38*, taking place Saturday, April 2 and Sunday, April 3, 2022 at AT&T Stadium in Dallas.

The partnership will mark the first time in *WrestleMania* history that two brands have served as Presenting Partners for WWE's pop culture extravaganza. As part of the agreement, SNICKERS and *WWE 2K22*, the forthcoming latest installment from 2K's popular WWE video game series, will stake claim to each evening's *WrestleMania* Main Event match as Presenting Partners.

As anticipation builds for the biggest matches of the year, SNICKERS and *WWE 2K22* will compete in their own heavyweight match as the brands will go head-to-head in a multi-platform campaign on the *Road to WrestleMania*.

"Mars is excited to continue to bring fun to WWE fans by returning as a Presenting Partner of *WrestleMania*, this year alongside our friends at 2K," said Michelle Deignan, Senior Director, Mars Wrigley. "At Mars we know the WWE fan base is passionate and hungry for more entertainment, and we look forward to giving them a solution to those moments when they are feeling out of sorts, in a way only SNICKERS can deliver on."

"The *WWE 2K22* team is thrilled to co-present *WrestleMania* alongside a fantastic – and delicious – partner in SNICKERS," said Alfie Brody, Vice President of Global Marketing Strategy at 2K. "We'll all be cheering on our *WWE 2K22* cover Superstar Rey Mysterio as he 'hits different' at the 'showcase of the immortals.'"

"*WrestleMania 38* in Dallas will be the most stupendous two-night *WrestleMania* in history so it seemed fitting to bring together two of our longest-reigning brand partners," said Claudine Lilien, WWE Head of Global Sales & Partnerships. "The 360-degree partnership with SNICKERS and *WWE 2K22* will provide maximum reach with activations across our broadcast, digital and streaming assets as well as our world-renowned roster of WWE Superstars."

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 2K22*, 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 #WWE2K22 or subscribe on [YouTube](#).

WrestleMania 38, the most stupendous two-night *WrestleMania* in history, takes place Saturday, April 2 and Sunday, April 3 live from AT&T Stadium in Dallas. Tickets are currently on sale via [SeatGeek.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 event, 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 Sports, 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 (NYSE: 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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