

2K Announces Free Mafia III Demo Now Available

March 28, 2017 8:01 AM ET

Experience the thrilling opening act of Mafia III's award-winning narrative today

First paid DLC – Faster, Baby! – now available

NEW YORK--(BUSINESS WIRE)--Mar. 28, 2017-- [2K](#) and [Hangar 13](#) today announced that a free playable demo of [Mafia III](#), the thrilling organized crime drama set in the immersive open world of 1968 New Bordeaux, is now available for PlayStation®4 computer entertainment system, Xbox One, and Windows PC via Steam. Players can experience the entire first act of [Mafia III](#), featuring an exhilarating bank heist gone wrong that sets the stage for betrayal and Lincoln Clay's revenge against the Italian mob in New Bordeaux, a re-imagined 1960s New Orleans. Players who wish to continue their experience can transfer over their progress when they purchase the full game*.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20170328005231/en/>



2K and Hangar 13 today announced that a free playable demo of Mafia III, the thrilling organized crime drama set in the immersive open world of 1968 New Bordeaux, is now available for PlayStation®4 computer entertainment system, Xbox One, and Windows PC via Steam. (Photo: Business Wire)

and complete with era-inspired cars, fashion, and an eclectic mix of music, including more than 100 licensed tracks from one of the most memorable eras in history.

[Mafia III](#) is now available for PS4™ system, Xbox One, and Windows PC. [Mafia III](#) is rated M for Mature by the

Faster, Baby!, the first paid DLC for [Mafia III](#), is also now available. *Faster, Baby!* introduces new narrative and more to explore, set alongside the events in Lincoln Clay's story of revenge in [Mafia III](#). New Bordeaux expands with the addition of Sinclair Parish, a town west of the Bayou where Lincoln teams up with a new character, Roxy Laveau, to take down the corrupt and powerful Sheriff "Slim" Beaumont. New driving and combat mechanics add to Lincoln's repertoire as he fights for control of Sinclair Parish, with new weapons for his arsenal and vehicles for his fleet.

Faster, Baby! is the first of three DLC offerings available individually, or collectively as part of the [Mafia III Season Pass](#)** at a discount price. The upcoming [Stones Unturned](#) and [Sign of the Times](#) DLC launch this summer, and introduce new content, characters, gameplay, and narrative set alongside the main story in [Mafia III](#). The [Mafia III Season Pass](#) is available now for PS4™ system, Xbox One, and Windows PC.

About [Mafia III](#)

[Mafia III](#) is a thrilling organized crime drama featuring a critically acclaimed story that won the Herman Melville Award for Best Writing from the [New York Videogame Critics Circle](#), was awarded Best Overall Storytelling from [GameSpot](#), and has earned a nomination for Narrative from the [British Academy of Film and Television Arts \(BAFTA\)](#). [Mafia III](#) follows the story of Lincoln Clay, a disenfranchised Vietnam veteran waging a revenge-fueled war against the Italian mafia after his family is betrayed and slaughtered by mob boss Sal Marcano. Set in the immersive city of 1968 New Bordeaux, a reimagined version of New Orleans bustling with activity

ESRB. For more information on *Mafia III*, subscribe on [YouTube](#), follow us on [Twitter](#), become a fan on [Facebook](#) and visit <http://MafiaGame.com>.

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.

**Game progress transfers if demo and full game are played on the same platform.*

***Mafia III required to play.*

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, Hangar 13, Cat Daddy Games and 2K China. 2K's stable of high quality titles includes the critically acclaimed BioShock®, Borderlands™, Mafia, and XCOM® franchises, the beloved Sid Meier's Civilization series, Evolve™, Battleborn®, the popular WWE 2K franchise and NBA 2K, the highest rated* annual sports title of this console generation.

**According to 2008 - 2017 [Metacritic.com](#)*

About Hangar 13

Located at 2K headquarters in Novato, California, Hangar 13 is the newest studio to design and develop games under the 2K publishing label. With a team of fantastic talent built from some of the most well-known studios in the industry, Hangar 13 is aiming to use its own proprietary technology to advance the art of player-driven experiences, creating games that will become industry benchmarks.

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," "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.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20170328005231/en/>

Source: Take-Two Interactive

2K

Brian Roundy, 415-507-7532

pr@2k.com

or

Take-Two Interactive Software, Inc.

Corporate Press

Alan Lewis, 646-536-2983

alan.lewis@take2games.com

or

Access Emanate for 2K

Kim Taylor, 415-844-6289

ktaylor@access-emanate.com