



## Turd Birds Now Available Worldwide on the App Store, Amazon and Google Play

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Mobile gamers everywhere can command a collection of feathered friends to navigate the skies in a tap-to-crash hunt for targets to poop on

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NEW YORK--(BUSINESS WIRE)--Jul. 11, 2013-- [2K](#) announced today the launch of **Turd Birds**, a new, humor-filled mobile game from [Cat Daddy Games](#). Now available for free to download on the App Store<sup>SM</sup>, Amazon and Google Play, **Turd Birds** can be enjoyed on iPhone, iPad, iPod touch and Android devices.



The latest mobile title from Cat Daddy Games, **Turd Birds** takes fans on an adventure seeking various pedestrians, friends, and treasure boxes to splat with bird turds. As players progress, so do the settings and obstacles, which range from beaches and construction sites complete with UFO's, to residential neighborhoods and city streets streaming with zombies.

"**Turd Birds** is an outrageously fun game that truly showcases Cat Daddy's ability to create apps with mass appeal," said Sarah Anderson, senior vice president of marketing for 2K. "Offering a humorous spin on traditional endless runners, **Turd Birds** provides players with a fun, endearing, and easy-to-play game that adds to 2K's quality mobile lineup."

"Cat Daddy creates games for audiences of all ages by targeting the kid in everyone," added Patrick Wilkinson, Co-Head of Cat Daddy Games. "Through the use of casual gameplay, endearing animations and fun challenges, **Turd Birds** provides players with a fun gaming experience, in addition to adding a social factor that is sure to encourage players to share their poop-filled adventures with their friends."

Featuring charming bird characters, enjoyable and familiar outdoor landscapes, challenging foes and an endless amount of poop, **Turd Birds** is a fun and social action/adventure game that will please kids, families and casual gamers of all ages.

Key features include:

- Unleashing a number of varying turd bombs as a result of digesting different foods, including chili peppers, corn and donuts;
- Navigating around a series of adversaries ranging from UFOs to toxic waste and zombies;
- Collecting feathers to unlock a variety of new birds, including *Sergeant Squirt* and *The Deuce*;
- Connecting to Facebook to port friends' profile pictures into the game as new targets and alerting them when they've been hit;
- Using a variety of power-ups and mystery boxes to help you pilot through the rapid-fire skies;
- Unlocking a number of achievements, including the *Pelican Smell-ican* and *Heckle'm Speckle'm*.

**Turd Birds** is available for free to download from the [App Store](#) on iPhone, iPad and iPod touch.

**Turd Birds** is available for free from [Amazon](#) and [Google Play](#) now.

For additional information, please visit [www.facebook.com/turdbirds](http://www.facebook.com/turdbirds).

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, marketer and publisher 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, handheld gaming 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, Irrational Games, 2K Marin, 2K Australia, 2K Czech, Cat Daddy Games and 2K China. 2K's stable of high quality titles includes the critically acclaimed *BioShock®*, *Borderlands™* and *XCOM®* franchises, the beloved *Sid Meier's Civilization* series, the popular *WWE 2K* franchise and *NBA 2K*, the #1 rated and #1 selling basketball franchise\*. 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](http://www.2k.com).

*\*According to 2008 - 2013 [Metacritic.com](#) and The NPD Group estimates of U.S. retail video game sales through May 2013.*

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#### **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," "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 for current and next-generation platforms, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, our ability to raise capital if needed and risks associated with international operations. Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended March 31, 2013, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, which can be accessed at [www.take2games.com](http://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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130711005028/en/>

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