



## 2K Announces New Mayhem for Borderlands® 2

July 22, 2013

*Additional downloadable content coming to Pandora, including highly-anticipated second level cap increase*

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NEW YORK--(BUSINESS WIRE)--Jul. 22, 2013-- 2K and Gearbox Software today announced that more downloadable content will be available for the award-winning [Borderlands® 2](#) on all platforms worldwide\* beginning this fall. The **Borderlands 2 Season Pass** is now complete, but more badass content is headed to Pandora with a second level cap increase, epic boss battles, and all-new head and skin sets.

This fall, players can cause more mayhem on Pandora with the **Ultimate Vault Hunter Upgrade Pack 2: Digistruct Peak Challenge**, which raises the level cap from 61 to 72 for all six playable characters and will be available soon for \$4.99 (400 Microsoft Points).

For the first time, new, uniquely-themed boss fights with additional bonus content will be available for individual purchase beginning this fall and continuing into 2014. Each pack will offer players a new quest leading to a boss fight and, once the player is victorious, in addition to a loot drop, a unique head and skin set for each playable character will unlock.

Additionally, new head and skin sets will be available for \$0.99 (80 Microsoft Points) each, making all six of the playable **Borderlands 2** characters more customizable than ever before.

"Ever since the completion of the **Season Pass**, gamers have been clamoring for more **Borderlands 2** content," said Christoph Hartmann, president of 2K. "Starting this fall, fans will get a surge of new content further expanding the world of Pandora; giving players more reasons to stay engaged in the action-packed world of **Borderlands 2**."

"The development team at Gearbox Software is very proud of the content included in the **Season Pass**, but we want our fans to know we're not finished with Pandora yet," said Randy Pitchford, President of Gearbox Software. "Soon Vault Hunters will be able to take all six **Borderlands 2** characters to powerful new levels, while outfitting them with the most badass heads and skins to date."

The **Season Pass**, which also contains the **Ultimate Vault Hunter Upgrade Pack**, is still available for purchase and provides nearly \$45.00 worth of content for \$29.99 (2400 Microsoft Points), includes four extensive add-on campaigns offering dozens of hours of gameplay:

- **Captain Scarlett and her Pirate's Booty;**
- **Mr. Torgue's Campaign of Carnage;**
- **Sir Hammerlock's Big Game Hunt;**
- **Tiny Tina's Assault on Dragon Keep.**

Players can also individually purchase the four add-on campaigns for \$9.99 each (800 Microsoft Points) as well as the **Ultimate Vault Hunter Upgrade Pack** for \$4.99 (400 Microsoft Points).

**Borderlands 2** is rated M for Mature by the ESRB and is available now on the Xbox 360® games and entertainment system from Microsoft, PlayStation®3 computer entertainment system, Mac, and Windows PC. For the latest **Borderlands 2** news and information, please visit the official [Borderlands 2 web site](#), and follow on [Twitter](#) and [Facebook](#).

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

*\*Borderlands 2 base game is not included in this add-on content campaign, but is required to play all of the included content.*

### About **Borderlands 2**

Developed by Gearbox Software, **Borderlands 2** has sold-in approximately six-million units worldwide, won more than 55 editorial awards in 2012 and is the critically acclaimed sequel to the breakout original that invented a new genre, the FPS/RPG hybrid known as "shooter-looter." **Borderlands 2** features all-new characters and skill trees, diverse new environments, missions and enemies, as well as weapons and equipment with more personality than ever before. Players experience an all-new story that takes place five years after the events of the original game. Four friends can team up online to journey through the huge, open world of Pandora to take down the notorious Handsome Jack and his corrupt Hyperion Corporation.

### 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](http://www.Metacritic.com) and The NPD Group estimates of U.S. retail video game sales through June 2013.

#### About Gearbox Software

Gearbox Software is respected industry wide for the award winning, best-selling original and licensed video games they have developed for major video game platforms. Founded in 1999 and located near Dallas, TX, Gearbox Software is well known for the creation, development and management of its original blockbuster video game franchises including the best-selling new property of 2009, *Borderlands*, and its record setting downloadable content, the critically acclaimed award winning *Brothers in Arms* series, and the *Duke Nukem* franchise. The company has also developed licensed video games for many of the industry's top franchises including *Halo*, *Half-Life*, *Tony Hawk's Pro Skater*, *007 James Bond*, *Aliens* and others. Gearbox Software's success has been enabled and supported through several key mutually beneficial business relationships with strong publishing partners including Activision, Electronic Arts, Ubisoft Entertainment, Microsoft Games Studios, Sega, and Take-Two/2K Games.

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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/20130722005305/en/>

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