



2K and Gearbox Software Announce **Borderlands®: The Pre-Sequel™**

April 9, 2014

Blast off to Pandora's moon for gravity-bending gunfights and experience the never-before-told story about the rise of Handsome Jack

Join the conversation on Twitter using the hashtag [#ThePreSequel](#)

NEW YORK--(BUSINESS WIRE)--Apr. 9, 2014-- 2K and Gearbox Software announced today that **Borderlands®: The Pre-Sequel™**, an all-new standalone **Borderlands** game set in-between the award-winning **Borderlands** and **Borderlands 2**, is currently in co-development by Gearbox Software and 2K Australia. **Borderlands: The Pre-Sequel** will be available worldwide in fall 2014 on the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system, and Windows PC.



This image showcases the new ways to experience the award-winning **Borderlands** shoot 'n' loot gameplay and shows off two of the four new playable characters and one of the new weapon classes, lasers. Players are on the moon for the first time and can see Pandora in the background while enemies are engaging in low-gravity gunfights using oxygen to boost them up in the air. (Photo: Business Wire)

been able to jump in with **Borderlands: The Pre-Sequel** to help it live up to the high standards that **Borderlands** fans have come to expect."

"Gearbox has entrusted 2K Australia with the co-development of their award-winning franchise and we are committed to delivering an all-new shoot 'n' loot experience that fans will love," concluded Tony Lawrence, general manager of 2K Australia. "Fans will see for themselves at PAX East that there's nothing quite like moon jumping in a low-gravity gunfight, completely freezing a moon bandit with one of the new Cryo weapons, and then shattering him into little pieces that float off into space. It's pretty epic."

Borderlands: The Pre-Sequel is coming to the PAX East fan convention in Boston this weekend. Located at booth #962, attendees can get a first look at the game in action, grab PAX East-exclusive **Borderlands** swag, and participate in a sweepstakes to win even more real-life loot.

Borderlands: The Pre-Sequel will be available in fall 2014 for Xbox 360, PS3, and Windows PC. **Borderlands: The Pre-Sequel** is not yet rated by the ESRB. For more information, please visit the [official Borderlands web site](#), follow [@borderlands](#) on twitter, become a fan of **Borderlands** on [Facebook](#), and subscribe to the new **Borderlands** channel on [YouTube](#).

About **Borderlands: The Pre-Sequel**

Borderlands: The Pre-Sequel is the newest entry in the critically acclaimed **Borderlands** franchise that is currently being co-developed by Gearbox Software and 2K Australia. **Borderlands: The Pre-Sequel** continues the franchise's tradition of industry-leading co-op, allowing up to four players to experience all-new low-gravity, shoot 'n' loot gameplay on Pandora's moon. Featuring four new playable character classes armed with powerful laser and icy Cryo weapons, players will battle against an array of new enemies. Taking place in-between the events of **Borderlands** and **Borderlands 2**, **Borderlands: The Pre-Sequel** showcases Handsome Jack's transformation into the ruthless tyrant fans loved to hate in **Borderlands 2**.

About Take-Two Interactive Software

"**Borderlands** is one of 2K's premiere franchises, and **Borderlands 2** is the highest-selling title in the history of our company," said Christoph Hartmann, president of 2K. "Fans are clamoring for an all-new, triple-A **Borderlands** experience, and we will deliver just that with **Borderlands: The Pre-Sequel**."

Borderlands: The Pre-Sequel launches players to Pandora's moon to experience wild, gravity-bending gunfights in zero-atmosphere environments using an array of all-new weaponry. For the very first time, fans play on the other side as four new playable characters contributing to the rise of the Hyperion Corporation. Fighting alongside Handsome Jack, players witness his transformation into the megalomaniacal tyrant that fans loved to hate in **Borderlands 2**.

"Since Gearbox Software first created the **Borderlands** franchise, we never dreamed of this much love and support from gamers," added Randy Pitchford, president of Gearbox Software. "We are grateful that the incredible talent at 2K Australia has

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, 2K Marin, 2K Czech, 2K Australia, 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.

**According to 2008 - 2014 [Metacritic.com](http://www.metacritic.com) and The NPD Group estimates of U.S. retail video game sales through February 2014.*

About Gearbox Software

Gearbox Software is respected industry wide for award winning, best-selling video games developed for all major video game platforms. Founded in 1999 and headquartered near Dallas, TX, Gearbox Software is well known for the creation, development and management of its original blockbuster video game franchises including the critically acclaimed, award winning Brothers in Arms franchise and the record-breaking, genre-setting Borderlands franchise. In addition to having developed video games in some of the world's greatest video game brands, including Half-Life and Halo, Gearbox Software has also acquired and produced content for powerful, landmark intellectual property including Duke Nukem and Homeworld. Gearbox Software's success has been supported through many key and mutually beneficial business relationships with the world's greatest video game platform and publishing partners including Sony, Microsoft, Nintendo, Valve/Steam, Apple and Take-Two/2K.

About 2K Australia

Founded in 2006 and based in Canberra, 2K Australia has played an integral role in the development of 2K's critically acclaimed BioShock franchise – working closely on BioShock and BioShock Infinite, as well as supporting the development of BioShock 2. 2K Australia is currently co-developing the next installment in the *Borderlands* franchise with Gearbox Software, *Borderlands: The Pre-Sequel*.

"PlayStation" is a registered trademark of Sony Computer Entertainment Inc.

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," "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," the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended December 31, 2013, 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140409005254/en/>

Source: Take-Two Interactive

2K

Jennifer Heinser, 415-507-7652

pr@2k.com

or

Access Communications for 2K

Joe Sullivan, 415-844-6271

jsullivan@accesspr.com

or

Take-Two Interactive Software, Inc.

Alan Lewis (Corporate Press), 646-536-2983

alan.lewis@take2games.com