



## Borderlands® 3 Redefines Mayhem; Establishes Franchise as Billion Dollar Global Brand

September 23, 2019

*Latest installment in genre-defining, shooter-looter series sold-in more than 5 million units within first five days of launch, making Borderlands 3 the fastest-selling title in 2K history and highest-selling title for the label on PC*

NEW YORK--(BUSINESS WIRE)--Sep. 23, 2019-- Today, 2K announced that **Borderlands® 3**, the latest entry to the renowned shooter-looter franchise, has unleashed further mayhem by achieving multiple record-setting milestones for both the series and label following its worldwide release on Friday, September 13. Within its first five days of launch, 50 percent more consumers purchased **Borderlands 3** versus sales of its predecessor – **Borderlands 2** – making the title the fastest-selling in 2K’s history, as well as the highest-selling title for the label on PC in a five-day window. In addition, **Borderlands 3** has sold-in more than 5 million units in its first five days, leading the **Borderlands** franchise to generate more than \$1 billion in Net Bookings and becoming the second franchise in 2K history to achieve this milestone.

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**Borderlands 3** marks 2K’s highest percentage of digital sales for a cross-platform, cross-distribution title, with more than 70 percent of consumers purchasing the game digitally in its first five days of release. In addition, **Borderlands 3** delivered the highest pre-order sales figures to date for a 2K title, as well as broke pre-order records with the Epic Games Store. Initial sales of **Borderlands 3** have exceeded the label’s expectations and, in particular, PC sales of the title through the Epic Games Store have been incredibly strong.

**Borderlands 3** claimed the top position on Twitch for Most-Watched Game on its launch day and has maintained its position as a Top Five Most-Watched Game since launch. In addition, **Borderlands 3** has already generated more than 14 million hours of content viewed on Twitch – more than half the viewership that **Borderlands 2** generated in its seven-year lifetime.

“**Borderlands 3**’s incredibly successful launch is a result of the hard work and longstanding partnership between Gearbox Software and 2K,” said David Ismail, President of 2K. “We are immensely grateful to everyone who played a role in making the **Borderlands** series the global, pop culture phenomenon that it is today, including hundreds of developers at Gearbox and many who have made this their life’s work. We also want to thank the **Borderlands** community. Mayhem does not happen by itself, and their passion for the series is what drives us to make each game an amazing experience.”

**Borderlands 3** has earned resoundingly positive critical acclaim since its launch, including:

- “*The once and future king – 9/10*” – *Forbes*;
- “*Its arsenal of fun is unmatched – 9/10*” – *IGN*;
- “*An absolute masterpiece – 9/10*” – *Shacknews*;
- “*A hallmark of excellence – 9/10*” – *Destructoid*;
- “*Destined to become a classic – 9/10*” – *Meristation*;

- "An absolute blast – 4/5" – USGamer.

Developed by Gearbox Software, **Borderlands 3** is rated "M for Mature" by the ESRB and available worldwide for the PlayStation®4 computer entertainment system, Xbox One family of devices, including the Xbox One X, as well as PC via the Epic Games Store. In addition, **Borderlands 3** is currently scheduled for release in November 2019 on Google Stadia. For more information, please visit [borderlands.com](http://borderlands.com) or follow the game on [Facebook](#), [Twitter](#), [Instagram](#) or [YouTube](#).

#### **About Borderlands**

From the minds at Gearbox Software, *Borderlands* is the critically acclaimed shooter-looter franchise that started it all, combining intense first-person shooter gameplay with extensive role-playing progression in an exhilarating and irreverent four-player cooperative experience. Each iteration of the series features new player characters (known as Vault Hunters) with customizable skills, as well as diverse, imaginative environments filled with unique missions and enemies. *Borderlands* also boasts literally billions of guns, grenades, and loot thanks to its sophisticated weapon generation system – aside from unique Legendary items, no two weapons are exactly alike!

#### **About Gearbox Software**

Gearbox Software is an award-winning, independent developer of interactive entertainment based in Frisco, Texas. It was founded in 1999 by game industry veterans, and its first release was *Half-Life: Opposing Force*. Since then, the company has become widely known for successful game franchises including *Brothers in Arms*, *Borderlands*, and *Battleborn*, as well as acquired properties *Duke Nukem* and *Homeworld*. For more information, visit [www.gearboxsoftware.com](http://www.gearboxsoftware.com).

#### **About 2K**

Founded in 2005, 2K develops and publishes global interactive entertainment for console and handheld gaming systems, 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 and 2K Silicon Valley. 2K's portfolio currently includes the renowned *BioShock®*, *Borderlands®*, *Mafia* and *XCOM®* franchises; *NBA® 2K*, the global phenomenon and highest rated\* annual sports title for the current console generation; the critically acclaimed *Sid Meier's Civilization®* series; the popular *WWE® 2K* and *WWE® SuperCard* franchises, as well as emerging properties *NBA® Playgrounds 2*, *Carnival Games* and more. Additional information about 2K and its products may be found at [2k.com](http://2k.com).

\*According to 2008 - 2019 Metacritic.com

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, publisher and marketer of interactive entertainment for consumers around the globe. We develop and publish products through our labels Rockstar Games, 2K, and Private Division, as well as Social Point, a leading developer of 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 <http://www.take2games.com>.

#### **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](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.

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