



Borderlands Science Enlists Players to Help Advance Scientific Research

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Dr. Mayim Bialik Lends Her Voice to Inspire Millions to Help Generate Data for Medical Community

FRISCO, Texas--(BUSINESS WIRE)--Apr. 7, 2020-- Today, interactive entertainment companies [Gearbox Software](#) and [2K](#) launched *Borderlands Science*, an interactive game within the critically acclaimed *Borderlands 3* that invites players to map the human gut microbiome to advance vital medical studies while earning in-game rewards. This major initiative is the result of international partnerships with researchers and scientists at [McGill University](#), [Massively Multiplayer Online Science](#) (MMOS), and [The Microsetta Initiative at UC San Diego School of Medicine](#). Emmy-nominated *Big Bang Theory* star and scientist Dr. Mayim Bialik lent her voice to the project, [helping guide players on their journey](#).

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"We see *Borderlands Science* as an opportunity to use the enormous popularity of *Borderlands 3* to advance social good," said Gearbox Software co-founder Randy Pitchford. "*Borderlands Science* is the vanguard of a new nexus between entertainment and health: an innovative game-within-the-game, complete with scores, progression and rewards, where your playtime actually generates tangible data that will be applied toward improving research, helping cure diseases, and contributing to the broader medical community."

Trillions of microbes inhabit the human body – some of which may be associated with conditions like inflammatory bowel disease, diabetes, autism, Parkinson's, Alzheimer's, cancer, obesity, allergies, and more. Mapping these microbes will help scientists better understand them and provide an important foundation for future microbiome studies that may lead to more sensitive diagnostics and personalized treatments. However, because of the number of microbes, computers struggle to

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relate them, which makes mapping the gut nearly impossible.

This is where *Borderlands Science*, a mini-video game within *Borderlands 3*, comes in. Leveraging the massive breadth of the video gaming community, the project crowdsources players' skills and applies them to mapping the human gut biome, saving medical researchers hundreds of thousands of hours in training computers to do the same.

Borderlands Science encodes the DNA of each gut microbe as a string of bricks of four different shapes and colors. Players connect those colored shapes to help scientists estimate the similarity between each microbe. The more puzzles players solve, the more they help decode the human gut microbiome, all while earning rewards that can be used in *Borderlands 3*. A brief video featuring Dr. Bialik explaining *Borderlands Science* can be [found here](#).

"We are always looking for new partners in the field of gaming, and this is a perfect fit for us," said MMOS CEO and co-founder Attila Szantner. "We created MMOS to connect scientific research and video games as a seamless gaming experience, and that is exactly what this has become. I believe that *Borderlands 3* players advancing microbiome research will change how we think about video games."

"It was a simple choice to join Gearbox and its partners in making *Borderlands Science* a reality," said McGill University professor Jérôme Waldispühl. "Working to help align the gaming community with the biomedical field allows these two passionate groups to work together toward a result that we might not realize without the collaborative effort."

To learn more about the *Borderlands Science* project, [visit Borderlands Science online](#) or [dnapuzzles.org](#).

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

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About Gearbox Software

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

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>.

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, 31st Union and Cloud Chamber. 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@2K Playgrounds 2*, *Carnival Games* and more. Additional information about 2K and its products may be found at 2k.com.

* According to 2008 – 2020 Metacritic.com

About McGill University

Founded in Montreal, Quebec, in 1821, McGill University is Canada's top ranked medical doctoral university. McGill is consistently ranked as one of the top universities, both nationally and internationally. It is a world-renowned institution of higher learning with research activities spanning two campuses, 11 faculties, 13 professional schools, 300 programs of study and over 40,000 students, including more than 10,200 graduate students. McGill attracts students from over 150 countries around the world, its 12,800 international students making up 31% of the student body. Over half of McGill students claim a first language other than English, including approximately 19% of our students who say French is their mother tongue.

About MMOS

MMOS (Massively Multiplayer Online Science) is a Swiss start-up focusing on bringing citizen science activities to AAA videogames; setting up collaborations and providing the necessary infrastructure to connect these two worlds. MMOS together with CCP, the Human Protein Atlas and the University of Geneva created Project Discovery, the citizen science minigame inside EVE Online acclaimed by an extensive worldwide press coverage and winning several awards. For more information visit www.mmoss.ch

About The Microsetta Initiative

Established in 2018 as a global extension of UC San Diego's American Gut Project, The Microsetta Initiative (TMI) aims to allow anyone in the world to participate in microbiome citizen science. To date, the collective projects of TMI have DNA sequenced over 25,000 samples from more than 20,000 participants, and is the largest open-access human microbiome reference database. The de-identified data generated so far have been used in over 100 peer reviewed publications, helping researchers to better understand migraines, depression, how fermented foods modify your gut, and have even provided a backdrop to predict age from poop.

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, 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 for the fiscal year ended March 31, 2016, including the risks summarized in the section entitled "Risk Factors," 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.

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MEDIA CONTACTS:

Steve Prince | Gearbox Software
Steve.Prince@gearboxsoftware.com

Scott Butterworth | 2K
Scott.Butterworth@2K.com

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