

XCOM®: Enemy Unknown Playable Demo Available Today for PC on Steam

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Wait almost over as PC gamers invited to take command of XCOM before game's release on October 9, 2012

NEW YORK--(BUSINESS WIRE)--Sep. 24, 2012-- 2K Games today announced that a free playable demo* of **XCOM®: Enemy Unknown**, the strategy game from Firaxis Games and winner of over 20 E3 awards, will be available today for Windows PC on Steam at <http://store.steampowered.com/app/200510/>. Gamers who download the demo will be guided through two levels of the single-player tutorial campaign, experiencing the combat controls and effective tactics for defending humanity against the alien threat. The two tutorial missions will also introduce players to the XCOM base, where soldier training and researching alien technology takes place, and offers a chance to experience the tactical and strategic layers of **XCOM: Enemy Unknown**. The **XCOM: Enemy Unknown** playable demo will be available soon for console gamers.

Gamers looking for the ultimate **XCOM: Enemy Unknown** experience can pre-purchase the game from participating digital retailers (MSRP \$49.99) to guarantee the launch bonus of the Elite Soldier Pack. The Elite Soldier Pack will provide the ultimate tools for soldier customization in **XCOM: Enemy Unknown**, including:

- **Classic X-COM soldier:** Players will instantly receive a new recruit in their barracks inspired by the original *X-COM: UFO Defense*. The iconic soldier with the blonde, flattop hairstyle will return fully modernized.
- **Soldier Deco packs:** Players can customize their soldier with several aesthetic upgrades to armor suits, including the new Hyperion and Reaper soldier armor kits.
- **Complete color customization:** A variety of colors and tints for all armor sets in the game allow players complete control to customize their squad's look.

A special edition of **XCOM: Enemy Unknown** for PC (MSRP \$59.99) will be available at participating retail locations. This special edition will contain a copy of the game for PC and a number of unique XCOM items, including an art book; fold-out poster of the XCOM headquarters; XCOM insignia patch; and a collection of digital bonus assets such as desktop wallpaper, soundtrack and more.

To pre-order or digitally pre-purchase **XCOM: Enemy Unknown** for the PC, please visit:
<http://www.xcom.com/enemyunknown/preorder>.

Released in 1993, the original *X-COM* still reigns as one of the best PC games of all time and has been reimagined as **XCOM: Enemy Unknown** by the strategy experts at Firaxis Games. **XCOM: Enemy Unknown** will expand on the *X-COM* legacy with an entirely new story, enemies and technologies to fight hostile aliens and defend Earth. In **XCOM: Enemy Unknown**, players will oversee combat strategies and individual unit tactics as well as base management and resource allocation while playing as the commander of a secret global military organization, XCOM. With equal emphasis on deep strategy and intense tactical combat, **XCOM: Enemy Unknown** will allow gamers to control the fate of the human race by defending against a terrifying global alien invasion.

XCOM: Enemy Unknown is rated M for Mature by the ESRB. For more information, please visit <http://www.xcom.com>. For the latest news and information on **XCOM: Enemy Unknown**, become a fan on Facebook at <http://www.facebook.com/XCOM>.

***Steam account and Internet connection required to access demo.**

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

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, which publishes its titles under the 2K Games, 2K Sports and 2K Play brands. 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 for console systems, handheld gaming systems and personal computers, including smartphones and tablets through its three divisions: 2K Games, 2K Sports, and 2K Play that are delivered through physical retail, digital download, online platforms and cloud streaming services. 2K publishes titles in today's most popular gaming genres, including first-person shooters, action, role-playing, real-time 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 has achieved many key industry milestones, including launching the 2007 Game of the Year - *BioShock*®; publishing the critically acclaimed *Borderlands*® franchise; continuing the award-winning *Sid Meier's Civilization*® series; delivering the #1 rated and #1 selling basketball franchise with *NBA*® 2K*; and breaking new ground in the family entertainment market with its multi-million unit selling hit *Carnival Games*. 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 - 2012 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through August 2012.*

About Firaxis Games

Firaxis Games™ is one of the world's premier game development studios, and home of legendary designer Sid Meier. Firaxis has developed some of the most successful and award-winning computer and video games on the market today including: Sid Meier's Civilization® Revolution™ for console, iPhone®, iPod touch®, iPad® and Nintendo DS, 2005 PC Game of the Year - Sid Meier's Civilization IV®, the expansions Civilization IV: Warlords®, Civilization IV: Beyond The Sword™, and Civilization IV: Colonization™, the blockbuster Sid Meier's Civilization® III series, Sid Meier's Pirates!® (PC, Xbox® and PSP®), Sid Meier's SimGolf™ and Sid Meier's Railroads!™. Firaxis legacy titles include the Sid Meier's Civil War Series!™ (Gettysburg!, Antietam!, and South Mountain), and the Sid Meier's Alpha Centauri® series. In 2005, Firaxis Games was acquired by Take-Two Interactive Software, Inc., joining its 2K publishing label. The company has just released Sid Meier's Civilization® V for the PC to great critical acclaim, as well as Sid Meier's Civilization World™, for the Facebook platform.

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