

Borderlands® 2 Game of the Year Edition Now Available

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Enter the **Borderlands 2 \$100,000 Loot Hunt** starting this Friday for a chance to win cash and sponsored prizes

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NEW YORK--(BUSINESS WIRE)--Oct. 8, 2013-- 2K and Gearbox Software today announced that the **Borderlands® 2 Game of the Year Edition** is now available on all platforms in North America, and will be available internationally on October 11, 2013. With over \$100 of gameplay content for only \$59.99, players have never had a better opportunity to get their hands on the critically acclaimed [Borderlands 2](#), all of the **Season Pass** content, two additional character classes, plus more for such an outstanding value.

The **Borderlands 2 Game of the Year Edition** gives players the ability to take each of the six playable Vault Hunters to new levels, enjoy hundreds of hours of shoot-and-loot mayhem, and play each of the four highly popular add-on campaigns, all in one action-packed bundle. The **Game of the Year Edition** includes:

- **Borderlands 2** main game;
- **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**;
- **Creature Slaughter Dome**;
- **Premiere Club Content**:
 - **Gaige, the Mechromancer Character Class**;
 - **Gearbox Gun Pack**;
 - **Golden Key**;
 - **Vault Hunter's Relic**;
- **Krieg, the Psycho Character Class**;
- **Collector's Edition Heads and Skins**;
- **Contraband Sky Rocket Grenade**;
- **Ultimate Vault Hunter Upgrade Pack 1**.

"The passionate support from **Borderlands 2** fans continues to blow us away and allows us to offer the most value-packed **Game of the Year Edition** we have ever published," said Christoph Hartman, president of 2K. "Our friends at Gearbox Software continue expanding the world of Pandora, and together we will continue bringing gamers the best shoot-and-loot mayhem possible."

For the Vault Hunters interested in real-life loot, the [Borderlands 2 \\$100,000 Loot Hunt](#) starts this Friday, October 11, 2013 at 11:00 a.m. EDT. Thanks to the generosity of sponsors, players that register for the four-week sweepstakes will get a chance to win great prizes from PlayStation®, Nvidia, Turtle Beach, and BradyGames including:

- PlayStation®Vita handheld entertainment systems with copies of **Borderlands 2 Vita** once released;
- Customized **Borderlands 2** XP SEVEN headsets from Turtle Beach;
- NVIDIA® Shield™ PC Streaming set-up with a custom painted Tiki PC by Falcon Northwest;
- NVIDIA® GeForce® GTX 660 Ti GFX cards;
- **Borderlands 2 Game of the Year Edition** Strategy Guides by BradyGames;
- Lifetime supplies of all 2K titles on Steam – past, present, and future.

In addition to these prizes, one lucky loot hunter will win a grand prize of \$50,000, and four others will win varying amounts of cash totaling another \$50,000. Only U.S. players are eligible for cash and sponsored prizes; however, all players worldwide can participate in the Loot Hunt. Joining the Loot Hunt is simple, go to [borderlands2loothunt.com](#), and log-in using your SHiFT account information. Ambitious loot hunters can enter the sweepstakes once a day for a total of 28 entries. Alternatively, U.S. residents may enter the sweepstakes by mailing a postcard to 2K, Borderlands 2 Loot Hunt Sweepstakes, 10 Hamilton Landing,

Novato, CA 94949. For complete sweepstakes rules and prizeing, details about daily targets, daily community goals, and frequently asked questions, please visit borderlands2loothunt.com/rules.

Borderlands 2 and the **Borderlands 2 Game of the Year Edition** are rated M for Mature by the ESRB and are 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](http://borderlands2loothunt.com), follow [Gearbox Software](#) and [2K](#) on Twitter and like us [Facebook](#).

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

NO PURCHASE NECESSARY TO ENTER OR WIN. SWEEPSTAKES OPEN TO LEGAL RESIDENTS OF THE U.S. & DC. SWEEPSTAKES ENDS 11/7/13. VOID WHERE PROHIBITED. FOR OFFICIAL RULES AND SWEEPSTAKES DETAILS VISIT WWW.BORDERLANDS2LOOTHUNT.COM.

About **Borderlands 2**

Developed by Gearbox Software, **Borderlands 2** has sold-in over seven-million units worldwide, won more than 55 editorial awards 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.

*According to 2008 - 2013 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through August 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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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 June 30, 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/20131008005539/en/>

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