

2K and Firaxis Games Announce Haunted Hollow Now Available Worldwide on iOS

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Mobile gamers around the globe can now enjoy the monstrously fun turn-based strategy game that has fans screaming for more

NEW YORK--(BUSINESS WIRE)--May. 2, 2013-- [2K](#) and [Firaxis Games](#), the critically acclaimed studio responsible for the award-winning *XCOM®: Enemy Unknown* and *Sid Meier's Civilization®* series, today announced the availability of *Haunted Hollow*, their first title to be designed exclusively for the iPad and iPhone.



Staying true to Firaxis' strong history in creating deep, strategy-driven games, *Haunted Hollow* is a competitive, spooky, turn-based game that's sure to please gamers of all ages. Players build a mysterious mansion to summon popular monsters, like vampires, mummies and werewolves, who fight their opponent's collection of creatures while simultaneously attempting to possess an unsuspecting town - in order to win.

"Haunted Hollow exemplifies the ways in which 2K and Firaxis are working to produce creative and original content aimed at both our long-time fans and mobile gamers everywhere," said Sarah Anderson, senior vice president of marketing at 2K. "This title showcases how our mobile offerings can provide deep and rewarding experiences, while attracting a range of players with iconic characters and a fun art-style that speaks to gamers of all ages and types."

2K and Firaxis Games, the critically acclaimed studio responsible for the award-winning XCOM(R): Enemy Unknown and Sid Meier's Civilization(R) series, today announced the availability of Haunted Hollow, their first title to be designed exclusively for the iPad and iPhone. (Photo: Business Wire)

"As Firaxis explores the potential of the mobile platform, our teams remain committed to creating content that is fun, innovative, and true to our core," said Steve Martin, president and studio head at Firaxis Games. *"Haunted Hollow* represents the heart of the Firaxis studio in providing an in-depth strategy experience that speaks to our core fan base, while simultaneously appealing to a broader audience with its casual graphics and eclectic gameplay features."

Key features include:

- Build and rule a mysterious mansion that spawns freaky monsters, including vampires, zombies, mummies, witches and reapers;
- Go head-to-head with rivals to scare townspeople, battle enemies, avoid angry mobs and seize control of the town;
- Level-up with each monster's own menacing skills and powers, in addition to a selection of power enhancements;
- Play single-player or multi-player by challenging friends, both through the Game Center and with Pass & Play;
- Choose from varying Haunted House architecture styles such as the 'Lost Temple' and 'Mad Scientist'.

Haunted Hollow is now available for free to download from the App Store on iOS devices worldwide. For more information on *Haunted Hollow*, please visit the App Store [here](#), and tell us who your favorite monster is at [twitter.com/2KGames](#) #WhosYourBoo.

2K is 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 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](http://www.metacritic.com) and The NPD Group estimates of U.S. retail video game sales through March 2013.

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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: the award winning *Sid Meier's Civilization*® V for the PC, as well as the critically acclaimed expansion pack, *Sid Meier's Civilization*® V: *Gods and Kings*, *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® (PlayStation®Portable) system), *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 *XCOM*®: *Enemy Unknown* for Windows PC, the Xbox 360® video game and entertainment system from Microsoft and PlayStation®3 computer entertainment system to much critical acclaim.

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 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, 2012, 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130502005382/en/>

Source: Take-Two Interactive

2K

Jessica Lewinstein, 415-507-7519

Jessica.Lewinstein@2kgames.com

or

Take-Two Interactive Software, Inc.

Alan Lewis, 646-536-2983

Corporate Press

alan.lewis@take2games.com

or

Access Communications for 2K

Erik Robertson, 415-844-6266

erob@accesspr.com