

## **XCOM®: Enemy Unknown Invades Stores on October 9, 2012**

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*Launch bonus and special edition of highly anticipated title announced*

NEW YORK--(BUSINESS WIRE)--May. 22, 2012-- 2K Games announced today that **XCOM®: Enemy Unknown**, the highly anticipated action-strategy game from Firaxis Games, will be available for purchase in North America on October 9, 2012 and internationally on October 12, 2012 for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Windows PC. Additionally, pre-ordering **XCOM: Enemy Unknown** from participating retailers guarantees receiving the Elite Soldier Pack, a launch bonus offering top-of-the-line soldier customization features that will only be available for a limited time. There will also be a special edition of **XCOM: Enemy Unknown** available exclusively for PC that contains a variety of unique **XCOM** items.

"As we reimagine **XCOM**, one of our goals is to evolve the experience while recognizing what made **X-COM** one of the greatest PC games to date," said Sarah Anderson, senior vice president of marketing for 2K. "It's important to create an experience that is appealing to both existing fans and newcomers to the world of **XCOM**, which is what we're doing with **XCOM: Enemy Unknown**."

Gamers looking for the ultimate **XCOM: Enemy Unknown** experience can pre-order the game 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 in his full glory, modernized with the rest of the **XCOM** universe.
- 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.

Available from participating retailers at launch, a special edition of **XCOM: Enemy Unknown** (MSRP \$59.99) 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. A standard edition of **XCOM: Enemy Unknown** for PC will be available exclusively via 2K's digital distribution partners.

"**XCOM: Enemy Unknown** is the answer to the 15-year craving that **X-COM** fans have been experiencing," said Steve Martin, president of Firaxis Games. "We wanted to find a special way to honor these die-hard fans, and the special edition and Elite Soldier Pack are just the way to do it."

Released in 1993, the original **X-COM** is regarded as one of the best games ever made and has been reimaged 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 as 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 not yet rated 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>.

Gamers who wish to experience the greatness of the classic **X-COM** titles can purchase them via 2K's digital download partners.

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 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!®** (Windows PC, Xbox 360® 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 most recently released **Sid Meier's Civilization® V** for Windows PC to great critical acclaim; **Sid Meier's Civilization World™** for Facebook; and is currently developing **XCOM: Enemy Unknown** for Windows PC, Xbox 360 and PlayStation®3 system.

## 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. In just a few short years, 2K launched the 2007 Game of the Year - **BioShock®**; published the critically acclaimed **Borderlands™**; continued the award-winning **Sid Meier's Civilization®** series; delivered the #1 rated and #1 selling basketball franchise with **NBA® 2K\***; and broke 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 <http://www.2K.com>.

*\*According to 2008 - 2012 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through April 2012.*

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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 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, 2011, in the section entitled "Risk Factors," and the Company's other periodic filings with the SEC, which can be accessed at <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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50285827&lang=en>

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2K Games

Brian Roundy, 415-507-7532

[pr@2kgames.com](mailto:pr@2kgames.com)

or

Corporate Press:

Take-Two Interactive Software, Inc.

Alan Lewis, 646-536-2983

[alan.lewis@take2games.com](mailto:alan.lewis@take2games.com)

or

Access Communications for 2K Games

Kimberly Kaspar, 415-844-6229

[kk@accesspr.com](mailto:kk@accesspr.com)