

2K, Gearbox Software Announce Next-Gen IP, *Battleborn*

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*New hero-shooter experience from the creators of the best-selling *Borderlands* franchise brings industry-leading co-operative and competitive play to next-gen consoles and PC*

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NEW YORK--(BUSINESS WIRE)--Jul. 8, 2014-- 2K and Gearbox Software -- the creators of the award-winning and best-selling *Borderlands* franchise -- today announced *Battleborn*, an all-new full-featured triple-A hero-shooter experience for Xbox One, the all-in-one games and entertainment system from Microsoft, PlayStation 4 computer entertainment system, and Windows PC is in development. The first details and [full reveal](#) of *Battleborn* can be read now exclusively in *Game Informer* magazine's August issue cover story.



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Battleborn is available for pre-order and will release during Take-Two Interactive Software Inc.'s fiscal year 2016 ending March 31, 2016, for Xbox One, PlayStation 4 system and PC. For a list of retailers that are taking pre-orders, please visit www.battleborn.com. *Battleborn* is not yet rated by the ESRB. For more information on *Battleborn*, follow us on [Twitter](#), become a fan on [Facebook](#), subscribe on [YouTube](#), and visit www.battleborn.com.

Battleborn is developed by the teams behind the critically acclaimed hybrid role-playing-shooter *Borderlands 2*, and is an ambitious fusion of genres. The game combines highly-stylized visuals and frenetic first-person shooting, with Gearbox's industry-leading co-operative combat, and an expansive collection of diverse heroes. *Battleborn* is set in the distant future of an imaginative science-fantasy universe where players experience both a narrative-driven co-operative campaign, as well as competitive multiplayer matches.

"If *Borderlands 2* is a shooter-looter, *Battleborn* is a hero-shooter," said Randy Pitchford, president of Gearbox Software. "As a genre-fused, hobby-grade, co-operative and competitive FPS exploding with eye-popping style and an imaginative universe, *Battleborn* is the most ambitious video game that Gearbox has ever created."

"*Battleborn* represents the combined might of the development and publishing teams behind the success of *Borderlands 2*, which to date has sold-in more than 9-million units worldwide and has become 2K's highest-selling game of all time," said Christoph Hartmann, president of 2K. "The size, scope, and ambition of *Battleborn* are unlike any other title in 2K's history, and the result is a defining next-gen co-operative experience."

To learn more about *Battleborn*, read the latest issue of *Game Informer* magazine or visit www.gameinformer.com/battleborn throughout the month of July for an exclusive look at the game. A teaser trailer for the game can be viewed here: <https://www.youtube.com/watch?v=J3pgQc17JB0>.

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, 2K Marin, 2K Czech, 2K Australia, 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 - 2014 [Metacritic.com](http://www.metacritic.com) and The NPD Group estimates of U.S. retail video game sales through May 2014.*

About Gearbox Software

Gearbox Software is respected industry wide for award winning, best-selling video games developed for all major video game platforms. Founded in 1999 and headquartered near Dallas, TX, Gearbox Software is well known for the creation, development and management of its original blockbuster video game franchises including the critically acclaimed, award winning Brothers in Arms franchise and the record-breaking, genre-setting Borderlands franchise. In addition to having developed video games in some of the world's greatest video game brands, including Half-Life and Halo, Gearbox Software has also acquired and produced content for powerful, landmark intellectual property including Duke Nukem and Homeworld. Gearbox Software's success has been supported through many key and mutually beneficial business relationships with the world's greatest video game platform and publishing partners including Sony, Microsoft, Nintendo, Valve/Steam, Apple and Take-Two/2K.

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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, 2014, 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/20140708006235/en/>

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