

2K Play Releases The Misadventures of P.B. Winterbottom Exclusively for Xbox LIVE Arcade

February 17, 2010 11:03 AM ET

A sprinkle of time, a dollop of cloned buttwitts and a taste of vicious Chronoberry pies create a delicious multi-dimensional adventure

NEW YORK, Feb 17, 2010 (BUSINESS WIRE) -- 2K Play today announced that The Misadventures of P.B. Winterbottom video game is now available exclusively on Xbox LIVE(R) Arcade for the Xbox 360(R) video game and entertainment system from Microsoft for 800 Microsoft Points. Developed by The Odd Gentlemen, The Misadventures of P.B. Winterbottom is Chronoberry-filled with gamer goodness that includes a refreshing storyline drizzled with crisp puzzles, a savory score and a decadent art style harkening back to the silent film era.

Set in a world made famous by keystone cops, theater organs and pie-in-the-face slapstick, *The Misadventures of P.B. Winterbottom* presents the comical escapades of the portly pie thief P.B. Winterbottom and his villainous pursuit of the preposterous Chronoberry Pie. Puzzle solvers face each scrumptious brainteaser armed with the portly P.B. Winterbottom's blessed and cursed supernatural pie-snatching abilities: time manipulation, self-replication and a hankering for sugar euphoria.

"2K Play is excited to present such a clever and uniquely artistic game that takes players to the core of fun and challenging gameplay," said Christoph Hartmann, president of 2K. "We love the creative vision that emerged from The Odd Gentlemen's student thesis. Taking a classic black and white silent film approach, the game blends a bit of time travel, a dash of cloning physics and a whole lot of pies to create a truly beloved mind-bending adventure."

With five movie levels and five bonus levels, players must devour more than 70 brainteasers to help P.B. Winterbottom capture the Chronoberry pie, return home and undo all the trouble his single-minded pursuits have created. By applying the proper cloning etiquette, sleuths must crack the enigmas by any means necessary using wit, time control and the ability to clone up to 20 chubby carbon copies.

"*The Misadventures of P.B. Winterbottom* is a puzzle connoisseur's delight, jam-packed with all the wanted preservatives and additives that makes the game play as good as it looks," said Phil Shpilberg, director of marketing and chief buttwit, 2K. "If you've ever wondered what it would be like to clone yourself or travel in time, you'll quickly discover the mind-bending conundrums of operating within that dimension. It's a good thing you can only do this in our game and not in real life, otherwise, we'd have a lot more vicious pies and buttwitts floating around."

The Misadventures of P.B. Winterbottom is rated E for Everyone by the ESRB and is available now on Xbox LIVE(R) Arcade for Xbox 360 for 800 Microsoft Points. To download, please look under "W" for Winterbottom in the Xbox 360 Dashboard. For more info, please visit: www.winterbottomgame.com.

2K Play 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 global developer, marketer, distributor and publisher of interactive entertainment software games for PC, PlayStation(R)3 and PlayStation(R)2 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox 360(R) video game and entertainment system from Microsoft, Wii(TM), Nintendo DS(TM), iPhone(TM) and iPod(R) touch. The Company publishes and develops products through its wholly owned labels Rockstar Games and 2K, which publishes its titles under 2K Games, 2K Sports and 2K Play. Take-Two also distributes software, hardware and accessories in North America through its Jack of All Games subsidiary. 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 www.take2games.com.

About The Odd Gentlemen

The Odd Gentlemen was founded in the fall of 2008 by Matt Korba and Paul Bellezza, after graduating from the University of Southern California's Interactive Media MFA program. The duo had worked on multiple projects together including the multi-

award winning student game "The Misadventures of P.B. Winterbottom," and wanted to pursue making experimental, humorous games, that provide depth to the thinking gamer. The Odd Gentlemen is a small video game studio located above a fried chicken restaurant in Los Angeles, CA.

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SOURCE: Take-Two Interactive Software

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