

New Borderlands® 2 Downloadable Content Now Available

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Get new customization sets and the highly anticipated second level cap increase today

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NEW YORK--(BUSINESS WIRE)--Sep. 3, 2013-- 2K and Gearbox Software today announced the release of new [Borderlands® 2](#) downloadable content on all platforms worldwide*. One new head and skin set for each playable character, as well as **Ultimate Vault Hunter Upgrade Pack 2: Digistruct Peak Challenge**, offer a fistful of reasons for fans to continue the shooting and looting mayhem on Pandora.

“After the close of the **Season Pass**, we promised fans they could expect more great content for **Borderlands 2**,” said Randy Pitchford, President of Gearbox Software. “Gearbox has been hard at work to provide additional top-shelf offerings for the title, and both our casual and hardcore fans alike will appreciate what’s laid on the table with this wave of exciting new downloadable content.”

The **Ultimate Vault Hunter Upgrade Pack 2: Digistruct Peak Challenge** offers 11 levels of powerful character growth, more legendary gear, and the new “Raid on Digistruct Peak” map, giving players a high-level challenge for only \$4.99. When combined with the first **Ultimate Vault Hunter Upgrade Pack** – also available separately for \$4.99, or as part of the **Season Pass** for \$29.99 – players can now take their Vault Hunters to an all-time high level of 72 and collect even more rare and valuable loot. Level 72 players will also unlock the opportunity to over-level the game as they quest for even more powerful enemies and loot in Pandora. For fans who want some vanity with a dose of insanity, one new head and skin set will be available for each Vault Hunter for \$0.99 each, making all six of the playable **Borderlands 2** characters more customizable than ever before.

“Fan support for the first **Ultimate Vault Hunter Upgrade Pack** and the many individual character customization sets continues to be an important part of the overall success of **Borderlands 2**,” said Christoph Hartmann, President of 2K. “With the game’s one-year anniversary on the horizon, 2K and Gearbox remain dedicated to supporting the **Borderlands** franchise, and will continue offering fans more of the DLC they want this holiday season and beyond.”

Borderlands 2 is rated M for Mature by the ESRB and is 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](#), and follow on [Twitter](#) and [Facebook](#).

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

**Borderlands 2 base game is not included in this downloadable content, but is required to play the content described.*

About Borderlands 2

Developed by Gearbox Software, **Borderlands 2** has sold-in approximately 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](http://www.metacritic.com) and The NPD Group estimates of U.S. retail video game sales through July 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/20130903005467/en/>

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