

2K and Gearbox Software Announce **Borderlands® 2** Game of the Year Edition

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Borderlands 2, all of its **Season Pass** content and more bundled together at an unprecedented value

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NEW YORK--(BUSINESS WIRE)--Aug. 28, 2013-- 2K and Gearbox Software today announced that the **Borderlands 2 Game of the Year Edition** will be available on all platforms in North America on October 8, 2013 and internationally on October 11, 2013, in celebration of the success of [Borderlands® 2](#). With the **Borderlands 2 Season Pass** now complete, this is the perfect opportunity to get all of its content as well as the base game, **Premiere Club** content, and more in one mayhem-filled package.

“For us and for fans, the love for **Borderlands 2** has been nothing short of spectacular, so it's natural for us here at Gearbox Software to want everyone else to have a chance to experience the best-selling game and its most valuable expansion content,” said Randy Pitchford, President of Gearbox Software. “The **Borderlands 2 Game of the Year Edition** offers more value than ever before in one package, giving everyone an opportunity to become a legendary Vault Hunter, and join in the award winning mayhem and fun.”

With the **Borderlands 2 Game of the Year Edition**, players can experience every epic boss battle, increase the level for each of the six playable Vault Hunters, play all of the additional campaign content, and enjoy hundreds of hours of shoot-and-loot mayhem at an extraordinary value. The **Game of the Year Edition** contains over \$100 of gameplay content for only \$59.99 and specifically includes:

- **Borderlands 2 Main Game;**
- **Captain Scarlett and her Pirate's Booty;**
- **Mr. Torgue's Campaign of Carnage;**
- **Sir Hammerlock's Big Game Hunt;**
- **Tiny Tina's Assault on Dragon Keep;**
- **Creature Slaughter Dome;**
- **Premiere Club Content:**
 - **Gaige, the Mechromancer Character Class;**
 - **Gearbox Gun Pack;**
 - **Golden Key;**
 - **Vault Hunter's Relic;**
- **Krieg, the Psycho Character Class;**
- **Collector's Edition Heads and Skins;**
- **Ultimate Vault Hunter Upgrade Pack 1.**

“The success of **Borderlands 2** has been tremendous, and the game is on-track to become the highest-selling title in the history of 2K,” said Christoph Hartmann, President of 2K. “With the **Game of the Year Edition** releasing this fall, fans will have the opportunity to get their hands on the most comprehensive **Borderlands 2** bundle at an incredible price.”

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).

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.

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