**2K and Gearbox Celebrate Smashing Success of Borderlands® 2 by Increasing Level Cap**

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*Borderlands 2 Ultimate Vault Hunter Upgrade Pack raises level cap to 61 at no cost to Season Pass Holders*

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NEW YORK--(BUSINESS WIRE)--Apr. 2, 2013-- 2K and Gearbox Software today announced that the ***Borderlands® 2 Ultimate Vault Hunter Upgrade Pack*** is now available via digital download across all available platforms. The new downloadable content pack will increase players' level cap from 50 to 61, as well as unlock a third play through of the game via the Ultimate Vault Hunter Mode, and a new pearlescent-colored weapons tier – the rarest on Pandora.

With over 55 editorial awards and nearly six-million units sold-in to date, 2K and Gearbox are celebrating the critical and commercial success of ***Borderlands 2*** and thanking their most passionate fans by including the ***Ultimate Vault Hunter Upgrade Pack*** as part of the ***Borderlands 2 Season Pass***. The pack can also be purchased individually for $4.99 (400 Microsoft Points).

"Millions of vault hunters have spent countless hours adventuring their way through the ***Borderlands 2*** universe," said Randy Pitchford, president of Gearbox Software. "Raising the level cap takes a significant amount of man hours, but we know fans are eager to continue looting Pandora, and so we're rewarding our Season Pass holders by offering the ***Ultimate Vault Hunter Upgrade Pack*** for free as a part of the celebration."

There's never been a better time to buy the ***Borderlands 2*** **Season Pass**, which now contains nearly $45.00 of content for $29.99 (2400 Microsoft Points), a savings of $15 (1200 Microsoft Points)**.** The pass now includes: the increased level cap; Ultimate Vault Hunter Mode; access to a rare pearlescent-colored weapons tier; three previously released add-on content campaigns – ***Captain Scarlett and Her Pirate's Booty***, ***Mr. Torgue's Campaign of Carnage***, and ***Sir Hammerlock's Big Game Hunt*** – as well as a fourth add-on campaign that is scheduled to be available by June.

"***Borderlands 2*** continues to captivate audiences well beyond the game's end, with some of our fans spending hundreds of hours with the game," said Christoph Hartmann, president of 2K. "We're raising the level cap at no cost to our dedicated fans as our way of thanking them for helping to make ***Borderlands 2*** one of 2012's biggest hits."

***Borderlands 2*** is rated M for Mature by the ESRB and is available now on the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system 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 won more than 55 editorial awards in 2012 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, 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 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 www.2K.com.

**According to 2008 - 2013 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through February 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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**Cautionary Note Regarding Forward-Looking Statements**

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, 2012, 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.

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