Mr. Torgue's Campaign of Carnage Now Available for Borderlands® 2

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Enter the Badass Crater of Badassitude at your own risk and experience challenging new quests, earn unique new rewards and fight the monstrous Badassaurus Rex

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NEW YORK--(BUSINESS WIRE)--Nov. 20, 2012-- 2K Games and Gearbox Software announced today that the second add-on content campaign for the critically acclaimed *Borderlands Mr. Torgue's Campaign of Carnage*, is now available for download worldwide on the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Windows PC. In *Mr. Torgue's Campaign of Carnage*, up to four players cooperatively fight for new Torgue Token loot against hordes of badass new enemies. The add-on content campaign features new story-driven quests from popular characters such as Tiny Tina and Mad Moxxi and an assortment of new bosses, including Pyro Pete, Motor Momma, and Badassaurus Rex, making this the most challenging *Borderlands* add-on content campaign yet.
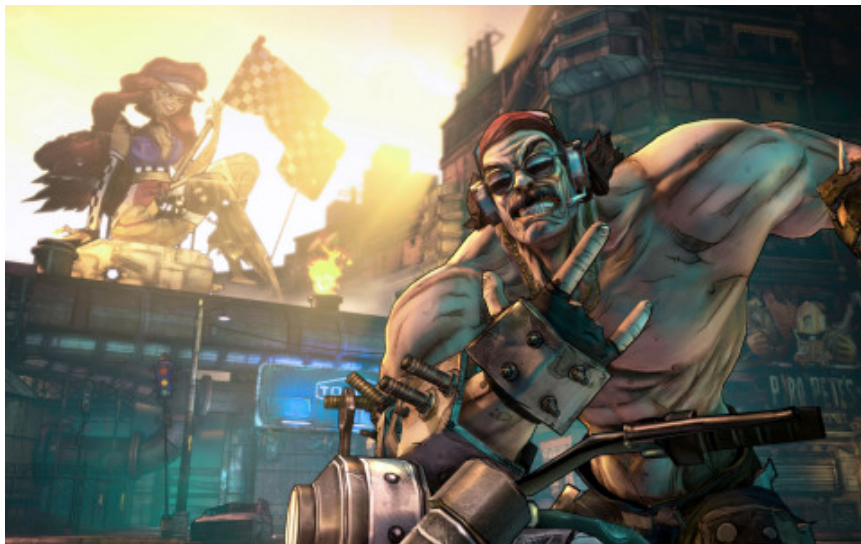
The second add-on content campaign for the critically acclaimed Borderlands(R) 2, Mr. Torgue's Campaign of Carnage, is now available for download worldwide on the Xbox 360(R) video game and entertainment system from Microsoft, PlayStation(R)3 computer entertainment system and Windows PC. (Photo: Business Wire)

Mr. Torgue's Campaign of Carnage is the second of four add-on content campaigns for *Borderlands 2*. These four add-on content campaigns are available individually or as a combined purchase of the *Borderlands 2 Season Pass*. This special offer, available now, includes nearly $40.00 of add-on content and is available for $29.99 (PlayStation®Network) / 2400 Microsoft Points (Xbox LIVE® online entertainment network) / $29.99 (Windows PC). Once purchased, the *Borderlands 2 Season Pass* enables gamers to download all of the announced add-on content campaigns as they become available on the PlayStation®Network, Xbox LIVE and Windows PC. All four add-on content campaigns are scheduled to be available by June 2013.

"In true *Borderlands* style, *Mr. Torgue's Campaign of Carnage* encourages fans to play with friends now more than ever to overcome all-new enemy types and high-ranked bosses," said Christoph Hartmann, president of 2K. "With the early release of the Mechromancer character class, *Captain Scarlett and her Pirate's Booty*, and now *Mr. Torgue's Campaign of Carnage*, the team has hit its stride creating excellent new content to expand the *Borderlands 2* experience."

"Mr. Torgue's Campaign of Carnage represents an evolution for *Borderlands 2* expansions," added Randy Pitchford, President of Gearbox Software. "I'm confident that *Borderlands 2* players will love the new locations, story, challenges and awesome new characters and cameos from some of our favorites. Did someone say Tiny Tina?"

Borderlands 2 is rated M for Mature by the ESRB and is available now on Xbox 360, PS3™ and Windows PC. For the latest *Borderlands 2* news and information, please visit www.borderlands2.com. Check out *Borderlands 2* on Facebook at http://www.facebook.com/borderlandsgame.

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

About Borderlands 2

Developed by Gearbox Software, *Borderlands 2* 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 - 2012 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through October 2012.

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.

Photos/Multimedia Gallery Available: http://www.businesswire.com/multimedia/home/20121120006105/en/

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