

Irrational Games Announces 1999 Mode in BioShock® Infinite

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Gamers face permanent consequences of their in-game decisions in unforgiving new mode

NEW YORK--(BUSINESS WIRE)--Jan. 19, 2012-- 2K Games announced today that **BioShock® Infinite** from Irrational Games will feature a new form of play- the **1999 Mode**, designed to challenge players in a variety of ways – each requiring substantial commitment and skill development.

1999 Mode is a way of playing designed for gamers who long for the days of games that demanded more of the player. It will include tweaks and features that **BioShock** fans will not experience in a standard play-through of **BioShock Infinite**, no matter the difficulty level.

“We want to give our oldest and most committed fans an option to go back to our roots,” said Ken Levine, Creative Director of Irrational Games. “In **1999 Mode**, gamers face more of the permanent consequences of their gameplay decisions. In **BioShock Infinite**, gamers will have to sweat out the results of their actions. In addition, **1999 Mode** will demand that players pick specializations, and focus on them.

“I’m an old school gamer. We wanted to make sure we were taking into account the play styles of gamers like me. So we went straight to the horse’s mouth by asking them, on our website, a series of questions about how they play our games. 94.6 percent of respondents indicated that upgrade choices enhanced their **BioShock** gameplay experience; however, 56.8 percent indicated that being required to make permanent decisions about their character would have made the game even better.”

In addition to these permanent decisions, **1999 Mode** will feature demanding weapon, power, and health management. The mode also takes a much harder stand on player respawning, sending the gamer directly to a “Game Over” screen if he or she lacks the resources to be brought back to life. It’s not for the faint of heart.

About BioShock Infinite

BioShock Infinite, developed by Irrational Games, won over 75 editorial awards at E3 2011, including the Game Critics Awards’ Best of Show.

In this first-person shooter, the player assumes the role of former Pinkerton agent Booker DeWitt, who is sent to Columbia to rescue Elizabeth, a young woman imprisoned there since childhood. He develops a relationship with Elizabeth, augmenting his abilities with hers so they may escape from a city literally falling from the sky. DeWitt learns to fight foes in high-speed Sky-Line battles, engage in combat both indoors and amongst the clouds, and harnesses the power of dozens of new weapons and abilities.

BioShock Infinite is in development for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Games for Windows®, and is not yet rated by the ESRB.

For more information on **BioShock Infinite** please visit <http://www.bioshockinfinite.com>.

About Irrational Games

Located near Boston, Massachusetts, Irrational Games is widely recognized as one of the industry's leading game developers. Irrational has earned a reputation for creating story-driven, genre-defining games with award-winning hits like System Shock 2, Freedom Force, and the original BioShock. For more information, visit <http://www.irrationalgames.com>.

Irrational Games is a 2K Games studio. 2K Games 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 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>.

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Source: Take-Two Interactive Software, Inc.

Irrational Games

Leonie Manshanden, 617-934-0772

lmanshanden@irrationalgames.com

or

Take-Two Interactive Software, Inc.

Alan Lewis (Corporate Press), 646-536-2983

alan.lewis@take2games.com

or

Access Communications for Irrational Games

Kimmie Kaspar, 415-844-6229

kk@accesspr.com