

## 2K Announces Mafia III Launching October 7, 2016

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*Highly anticipated new title from the popular organized crime series transports players to the dangerous open world of New Bordeaux amid the turbulence of 1968*

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NEW YORK--(BUSINESS WIRE)--Apr. 19, 2016-- [2K](#) and [Hangar 13](#) today announced that [Mafia III](#), the next installment in the popular organized crime game series, will launch on October 7, 2016. Collector's, deluxe and standard editions of **Mafia III** will be available for PlayStation®4 computer entertainment system, Xbox One and Windows PC. Those who pre-order any edition of **Mafia III** will receive the **Family Kick-Back**, which includes three exclusive vehicles and weapons available to players at launch.

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**Mafia III** is set in the open world of 1968 New Bordeaux, a reimagined version of New Orleans bustling with activity and complete with era-inspired cars, fashion and music. After years of combat in Vietnam, Lincoln Clay knows this truth: family isn't who you're born with, it's who you die for. Now, back home in New Bordeaux, Lincoln is set on escaping his criminal past. But when his surrogate family, the black mob, is betrayed and wiped out by the Italian Mafia, Lincoln builds a new family from the ashes of the old and blazes a path of military-grade revenge through those responsible. Intense gun fights, visceral hand-to-hand combat, white-knuckle driving, hard choices and street smarts will all be required to survive the mean streets of New Bordeaux. But with the right crew, it's possible to make it to the top of the city's underworld.

"**Mafia III** continues 2K's proud legacy of creating outstanding narrative experiences, and is poised to set a new standard for interactive storytelling," said Christoph Hartmann, president of 2K. "With Hangar 13 at the helm, Haden Blackman and his team of talented developers are set to deliver a truly unforgettable experience this October."

"**Mafia III** introduces a true open world, rich with its own criminal ecosystems to the franchise, while still upholding the strong narrative storytelling and immersive setting that the previous **Mafia** games are known for," said Haden Blackman, studio head and creative director at Hangar 13. "New Bordeaux in 1968 provides a unique and powerful backdrop for our hard-boiled story of crime, betrayal, loyalty and revenge."

Standard, limited deluxe and limited collector's editions of **Mafia III** are now available for pre-order. The **Mafia III Deluxe Edition** (\$79.99 MSRP) will be available digitally and physically in a limited capacity from select retailers, and includes both the game and access to additional, post-release downloadable content, including the Season Pass at additional

savings. The limited ***Mafia III Collector's Edition*** (\$149.99 MSRP) is packed with physical and digital items, providing a window into the sights and sounds of 1968 New Bordeaux, including all content found in the ***Mafia III Deluxe Edition*** plus the original game score on vinyl, a collectable art book, art prints and more. Those who pre-order any edition of ***Mafia III*** from participating retailers will receive the ***Family Kick-Back***, which includes three exclusive lieutenant-themed vehicle and weapon gifts available to players at launch.

***Mafia III*** will be available October 7, 2016 for PS4™ system, Xbox One and Windows PC. ***Mafia III*** is not yet rated by the ESRB. For more information on ***Mafia III***, subscribe on [YouTube](#), follow us on [Twitter](#), become a fan on [Facebook](#) and visit <http://MafiaGame.com>.

2K is a wholly owned 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, publisher and marketer 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 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, Hangar 13, Cat Daddy Games and 2K China. 2K's stable of high quality titles includes the critically acclaimed BioShock®, Borderlands™, Mafia, and XCOM® franchises, the beloved Sid Meier's Civilization series, the innovative Evolve™, the upcoming hero-shooter Battleborn®, 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](http://www.2k.com).

*\*According to 2008 - 2016 [Metacritic.com](#) and The NPD Group estimates of U.S. retail video game sales through March 2016.*

### **About Hangar 13**

Located at 2K headquarters in Novato, California, Hangar 13 is the newest studio to design and develop games under the 2K publishing label. With a team of fantastic talent built from some of the most well-known studios in the industry, Hangar 13 is aiming to use its own proprietary technology to advance the art of player-driven experiences, creating games that will become industry benchmarks.

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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, 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, 2015, including the risks summarized in the section entitled "Risk Factors," the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended December 31, 2015, and the Company's other periodic filings with the SEC, which can be accessed at [www.take2games.com](http://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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Source: Take-Two Interactive

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