

2K Announces Beejumbled Now Available Worldwide on the Apple App Store, Google Play and Amazon App Store

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Bee fast, Bee accurate and Bee ready for the latest buzz-worthy spelling game to hit smartphones and tablets worldwide

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NEW YORK--(BUSINESS WIRE)--Jun. 13, 2013-- [2K](#) today announced that **Beejumbled**, a new fast-paced word-jumble title for gamers of all ages developed by [Cat Daddy Games](#), is now available for download on iPhone, iPad, iPod Touch and Android devices.

Available to download for free, **Beejumbled** takes players on an adventure through a charming bee world, where they must quickly construct words in order to win. Players can complete a variety of challenges and compete against a series of bee characters with varying personalities in the hope of one day claiming their place as the “Top Bee of the Hive.”

“**Beejumbled** is a fun word-search game that players will find equally endearing and challenging,” said Sarah Anderson, senior vice president of marketing for 2K. “Building upon familiar word game mechanics, **Beejumbled** utilizes stylized artwork, unique gameplay and loveable characters to bring a rich, casual gaming experience to mobile devices.”

“**Beejumbled** offers players a multifaceted experience that is sure to engage gamers of all ages,” added Harley Howe, Co-Studio Head of Cat Daddy Games. “Whether practicing for their next spelling bee, improving their vocabulary, looking to give their brain a workout or simply going head-to-head with friends from around the world, **Beejumbled** offers a customizable experience for fans everywhere.”

Key features include:

- Competing in tournaments against one of hundreds of players from around the globe in real-time;
- Enjoying a hexagon board with hundreds of word combinations, and more than 80 achievements to unlock;
- Picking from an assortment of helper aids, including ‘Double Word Score,’ ‘Common Letter Bonus,’ and ‘Super Letter,’ to provide bonuses and assist in overcoming difficult situations;
- Customizing the gaming experience with over 25 different bee characters and backgrounds to unlock and choose from; including “Homer,” the baseball bee (who offers an additional +25 points for any baseball themed words discovered), to “Ro-Bee,” the robot bee (who adds an additional +3 points to any three letter words);
- Playing independently in Single Player mode, or against friends with Pass & Play, Asynchronous multiplayer via Game Center & Facebook, and Tournament modes.

Beejumbled joins Cat Daddy Games’ growing lineup of mobile titles, which includes [House Pest](#), [Herd, Herd, Herd](#) and [GridBlock](#).

Beejumbled is now available to download for free from the [Apple App Store](#), [Google Play](#), and [Amazon AppStore](#). For more information, please visit our Facebook page at www.facebook.com/beejumbled.

2K is 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. 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 April 2013.

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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 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," 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/20130613005181/en/>

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