

## **Borderlands®: The Pre-Sequel™ Handsome Jack Doppelganger Pack Available Today**

November 11, 2014 8:00 AM ET

*Play as tyrant-in-training Jack the Doppelganger, Handsome Jack's body double*

*Join the conversation on Twitter using #NotSoHandsomeJack*

NEW YORK--(BUSINESS WIRE)--Nov. 11, 2014-- 2K and Gearbox Software announced today that the first add-on content pack for **Borderlands®: The Pre-Sequel™, Handsome Jack Doppelganger Pack\***, is now available\*\* for the PlayStation®3 computer entertainment system, Xbox 360 games and entertainment system from Microsoft, and Windows PC. The **Handsome Jack Doppelganger Pack** features a fifth playable character for **Borderlands: The Pre-Sequel**, adding hours of shoot 'n' loot action to Pandora's moon. Fans will become the maniacal tyrant from **Borderlands 2**, or at least his trusted body double, also known as Jack the Doppelganger. For the first time, players will take advantage of Handsome Jack's charming good looks to distract and fight enemies or cut them down with witty banter.

"With **Borderlands: The Pre-Sequel**, we're continuing the **Borderlands** franchise's tradition of delivering high quality add-on content and supporting the game well after it launches," said Christoph Hartmann, president of 2K. "The **Handsome Jack Doppelganger Pack** adds hours of gravity-defying mayhem and is just the first of four upcoming add-on content packs."

The **Handsome Jack Doppelganger Pack** is the first of four add-on content packs for **Borderlands: The Pre-Sequel** and is included in the **Borderlands: The Pre-Sequel Season Pass\*** – a \$39.96 value for only \$29.99. Each add-on content pack will also be available individually for \$9.99. The **Borderlands: The Pre-Sequel Season Pass** grants access to download all four of the planned add-on content packs as they become commercially available on the PlayStation®Network, Xbox Live online entertainment network from Microsoft, Windows PC, Mac and Linux.

"It's been amazing finally seeing fans' responses to **Borderlands: The Pre-Sequel**," said Tony Lawrence, studio head at 2K Australia. "**Borderlands**' fans continue to be so loyal to the franchise, and the team couldn't wait to give them more opportunities to experience and explore what makes Handsome Jack such an iconic villain."

**Borderlands: The Pre-Sequel** is rated M for Mature by the ESRB. For more information, please visit the [official Borderlands web site](#), follow [@borderlands](#) on twitter, become a fan of **Borderlands** on [Facebook](#), and subscribe to the new **Borderlands** channel on [YouTube](#).

*\*Borderlands: The Pre-Sequel is not included, but is required to play all of the included content. Xbox Live, PlayStation®Network or Steam account and Internet connection also required.*

*\*\*Coming Wednesday, November 12th on PS3™ in Europe and Oceania.*

### **About Borderlands: The Pre-Sequel**

**Borderlands: The Pre-Sequel** is the newest entry in the critically acclaimed **Borderlands** franchise that was co-developed by Gearbox Software and 2K Australia. **Borderlands: The Pre-Sequel** continues the franchise's tradition of industry-leading co-op, allowing up to four players to experience all-new low-gravity, shoot 'n' loot gameplay on Pandora's moon. Featuring four new playable character classes armed with powerful laser and icy Cryo weapons, players will battle against an array of new enemies. Taking place in-between the events of **Borderlands** and **Borderlands 2**, **Borderlands: The Pre-Sequel** is a great introduction into the franchise while showcasing Handsome Jack's transformation into the ruthless tyrant fans loved to hate in **Borderlands 2**.

2K 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, 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, 2K Marin, 2K Czech, 2K Australia, 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](http://www.2K.com).

*\*\*\*According to 2008 - 2014 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through September 2014.*

## **About Gearbox Software**

Gearbox Software is respected industry wide for award winning, best-selling video games developed for all major video game platforms. Founded in 1999 and headquartered near Dallas, TX, Gearbox Software is well known for the creation, development and management of its original blockbuster video game franchises including the critically acclaimed, award winning Brothers in Arms franchise and the record-breaking, genre-setting Borderlands franchise. In addition to having developed video games in some of the world's greatest video game brands, including Half-Life and Halo®, Gearbox Software has also acquired and produced content for powerful, landmark intellectual property including Duke Nukem and Homeworld. Gearbox Software's success has been supported through many key and mutually beneficial business relationships with the world's greatest video game platform and publishing partners including Sony, Microsoft, Nintendo, Valve/Steam, Apple and Take-Two/2K.

## **About 2K Australia**

Founded in 2006 and based in Canberra, 2K Australia has played an integral role in the development of 2K's critically acclaimed BioShock franchise – working closely on BioShock and BioShock Infinite, as well as supporting the development of BioShock 2. Most recently, 2K Australia co-developed the next installment in the Borderlands franchise with Gearbox Software, Borderlands: The Pre-Sequel.

"PlayStation" and "PS3" are registered trademarks of Sony Computer Entertainment Inc.

All trademarks and copyrights contained herein are the property of their respective holders.

## **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, 2014, including the risks summarized in the section entitled "Risk Factors," the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended September 30, 2014, 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141111005108/en/>

Source: Take-Two Interactive

**2K**

Jennifer Heinser, 415-507-7652

[pr@2k.com](mailto:pr@2k.com)

or

**Take-Two Interactive Software, Inc.**

Alan Lewis (Corporate Press)

646-536-2983

[alan.lewis@take2games.com](mailto:alan.lewis@take2games.com)

or

**Access Communications for 2K**

Alexandra Ellis, 917-522-3515

[aellis@accesspr.com](mailto:aellis@accesspr.com)