

2K Announces Formation of Hangar 13

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Industry veteran Haden Blackman named as head of new development studio working on unannounced next-generation title

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NEW YORK--(BUSINESS WIRE)--Dec. 4, 2014-- 2K today announced the formation of Hangar 13, a new development studio under its 2K publishing label. Led by veteran game developer Haden Blackman, Hangar 13 is located at the 2K headquarters in the San Francisco Bay Area, and is working on an unannounced next-generation title.

"It was an easy choice bringing on a talented creative mind and proven leader like Haden Blackman to head our new 2K studio," said Christoph Hartmann, president of 2K. "Under Blackman's direction, Hangar 13 will lead the charge in creating some of the most memorable AAA experiences of this generation."

Blackman brings a wealth of creative and production experience to the 2K family. He began his career as a writer at LucasArts Entertainment, and later became the franchise director and senior executive producer for the *Star Wars* video game franchise. During his time there, Blackman became an instrumental figure in shaping and launching many of the company's most beloved *Star Wars* titles, including *Knights of the Old Republic* and *The Force Unleashed*. Blackman then went on to co-found Fearless Studios, an independent developer which was acquired by Kabam in January, 2012. An accomplished writer, Blackman has also won multiple awards for his writing, including the Writer's Guild of America Videogame Writing Award for *The Force Unleashed*, and a GLAAD Media Award for his work on DC Comics' *Batwoman*, a *New York Times* best-selling comic book series. Blackman is currently writing *Elektra* for Marvel Comics.

"At Hangar 13, our mantra is 'Every player story is unique,'" said Blackman. "Our ambition is to create next-generation games that allow players to shape their own experiences, from the moment-to-moment gameplay, to the long-term impact on the world, characters and narrative. To realize this goal, we're building proprietary technology and assembling a core team passionate about delivering mature experiences loaded with meaningful choices."

Hangar 13 is the newest studio to join 2K's talented family of global developers located in Asia, Europe, Australia and North America. Based out of Novato, California, Hangar 13 will have access to the industry's most cutting-edge resources, technology and talented developers, allowing 2K to continue to publish the most outstanding entertainment experiences available. Those interested in joining the Hangar 13 team and helping shape the future of gaming can learn more at www.hangar13games.com.

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.

**According to 2008 - 2014 [Metacritic.com](http://www.metacritic.com) and The NPD Group estimates of U.S. retail video game sales through October 2014.*

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 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. 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/20141204005033/en/>

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