

## Borderlands® Legends Mobile Game Now Available on iOS

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*Role-playing meets strategy for a fresh take on the franchise's wildly popular shoot 'n' loot action*

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NEW YORK--(BUSINESS WIRE)--Oct. 31, 2012--

2K Games announced today that **Borderlands® Legends**, a new mobile gaming experience licensed by Gearbox Software, is available via the iTunes App Store for \$4.99 on iPhone and iPod touch, and \$6.99 on iPad. Designed specifically for mobile devices, **Borderlands Legends** extends the critically acclaimed and award-winning **Borderlands** by combining two popular genres, action-RPG and strategy, to create addictive, top down tactical gameplay.



“Adopting the same artistic approach as its console counterparts, **Borderlands Legends** sports a vibrant, stylized look that’s nearly indistinguishable from its big brothers,” said [EW.com](http://ew.com) after experiencing the game. “**Legends**’ strategic focus engages the mind more than the trigger finger and I generally had a finger-blistering blast.”

In **Borderlands Legends**, players control their favorite vault hunters from the original **Borderlands** – Brick, Mordecai, Lilith and Roland – while fending off relentless waves of Skags, Bandits, Psychos, Bruisers and other enemies. Intuitive, touch-based commands allow for easy control of the vault hunters, while an easy to navigate menu system makes inventory and skill tree management a breeze for anyone with an iOS device. Maps are randomized with different strategic cover options, meaning no two missions will play out

Borderlands Legends now available for iOS (Photo: Business Wire)

the same way. With bazillions of randomly generated weapons, shields and utilities to purchase and dozens of skills and abilities to unlock, **Borderlands Legends** delivers the franchise’s familiar role-playing elements with a new layer of strategy.

“The release of **Borderlands Legends** exemplifies our commitment to growing the **Borderlands** franchise,” said Christoph Hartmann, president of 2K. “By offering a high-quality **Borderlands** experience designed specifically for mobile devices, fans can immerse themselves in the world of Pandora no matter where they are.”

**Borderlands Legends** is rated 12+ on the iTunes App Store. While only available for iOS devices at launch, the team at 2K and Gearbox is open to the possibility of bringing the game to other mobile devices in the future. For the latest **Borderlands Legends** news and information, please visit the official [iPhone](http://www.apple.com/ipad) and [iPad](http://www.apple.com/ipad) App Store pages. Check out **Borderlands Legends** on Facebook at <http://www.facebook.com/borderlandsgame>.

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>.

## About 2K

Founded in 2005, 2K develops and publishes interactive entertainment for console systems, handheld gaming systems and personal computers, including smartphones and tablets through its three divisions: 2K Games, 2K Sports, and 2K Play that are delivered through physical retail, digital download, online platforms and cloud streaming services. 2K publishes titles in today's most popular gaming genres, including first-person shooters, action, role-playing, real-time 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. In just a few short years, 2K launched the 2007 Game of the Year - *BioShock*®; published the critically acclaimed *Borderlands*™; continued the award-winning *Sid Meier's Civilization*® series; delivered the #1 rated and #1 selling basketball franchise with *NBA*® 2K\*; and broke new ground in the family entertainment market with its multi-million unit selling hit *Carnival Games*. 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 - 2012 Gamerankings.com and The NPD Group estimates of U.S. retail video game sales through September 2012.*

## About Gearbox Software

Gearbox Software is respected industry wide for the award winning, best-selling original and licensed video games they have developed for major video game platforms. Founded in 1999 and located near Dallas, TX, Gearbox Software is well known for the creation, development and management of its original blockbuster video game franchises including the best-selling new property of 2009, *Borderlands*, and its record setting downloadable content, the critically acclaimed award winning *Brothers in Arms* series, and the *Duke Nukem* franchise. The company has also developed licensed video games for many of the industry's top franchises including *Halo*, *Half-Life*, *Tony Hawk's Pro Skater*, *007 James Bond*, *Aliens* and others. Gearbox Software's success has been enabled and supported through several key mutually beneficial business relationships with strong publishing partners including Activision, Electronic Arts, Ubisoft Entertainment, Microsoft Games Studios, Sega, and Take-Two/2K Games.

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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 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, 2012, in the section entitled "Risk Factors," 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/cgi-bin/mmg.cgi?eid=50458489&lang=en>

Source: Take-Two Interactive

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