

2K Games and Gearbox Software Turn the Conventional First-Person Shooter Genre Upside Down with the Release of *Borderlands*(TM)

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Four-player co-op, 87 bazillion guns, an arresting art style and a dancing robot - What more could you want?

NEW YORK--(BUSINESS WIRE)--Oct. 20, 2009-- 2K Games announced today that ***Borderlands***TM is now available in North America for the PlayStation®3 computer entertainment system and the Xbox 360® video game and entertainment system from Microsoft, and will be available starting October 23 internationally. The Windows PC version will ship in North America and internationally on October 26 and October 30, respectively. Developed by Gearbox Software, ***Borderlands*** delivers this year's most explosive and entertaining role-playing shooter (RPS) by combining the most addictive gaming elements found in action-packed first-person shooters with the deep character development of role-playing games (RPG).

"We are excited by the overwhelmingly positive media response to ***Borderlands*** and can't wait for consumers to see for themselves how it takes the traditional first-person shooter experience and turns it completely upside down," said Christoph Hartmann, president of 2K. "***Borderlands*** is unlike anything else on store shelves. It's got it all, from single-player to four-player co-op, two-player split-screen, character development that grants players a sense of ownership, and the biggest arsenal ever seen in a first-person shooter."

Featuring extensive co-op integration that seamlessly blends the single-player and multiplayer experiences, ***Borderlands*** allows players to freely join or leave each other's games at any time for collaborative mayhem or the freedom to choose to play in full single-player mode to experience the world on their own. ***Borderlands*** also includes a groundbreaking weapon generation system that offers a near infinite variety of weapons to the player. ***Borderlands*** combines these features with addictive non-stop action to form a breakthrough experience that challenges the conventions of modern shooters and RPGs.

More mayhem is set to come for players of ***Borderlands*** via ***The Zombie Island of Dr. Ned***, the first in a series of downloadable expansion packs, which is scheduled to arrive for all platforms before the end of the year.

"The ***Borderlands*** team at Gearbox has brought together the things we know we love – co-op, skill-based action, character development and millions of guns – in a way we haven't seen before," said Randy Pitchford, president of Gearbox Software. "***Borderlands*** is a great shooter that we can play alone or with friends. I think it's the best video game we've ever made and I have never been more excited about a launch."

As one of this holiday season's most unique and entertaining titles, ***Borderlands*** takes gun lust to a new level by featuring more than 17 million unique weapons. Each weapon has its own combination of manufacturer, specifications and advantages for gamers to wreak havoc on the evils of the wasteland planet of Pandora as they embark on a quest for the elusive Vault. Add ***Borderlands***' eye-popping and visually compelling art style known as Concept Art Style that combines traditional rendering techniques with hand-drawn textures, and it is easy to see why 2K Games and Gearbox Software have created *the* must-have game of the year. Additionally, the Windows PC version will support NVIDIA® 3D VisionTM, for high resolution, fully immersive 3D gaming.

Borderlands is rated M for Mature by the ESRB. For more information, please visit <http://www.borderlandsthegame.com>.

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 global developer, marketer, distributor and publisher of interactive entertainment software games for the PC, PlayStation®3 and PlayStation®2 computer entertainment systems, PSP® (PlayStation®Portable) system, Xbox 360® video game and entertainment system from Microsoft, WiiTM and Nintendo DSTM. The Company publishes and develops products through its wholly owned labels Rockstar Games and 2K, which publishes its titles under 2K Games, 2K Sports and 2K Play. Take-Two also distributes software, hardware and accessories in North America through its Jack of All Games subsidiary. 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 www.take2games.com.

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 and development of their original blockbuster franchise, Brothers in Arms, which has sold over 7 million units. Additionally, Gearbox Software has developed games and added value to many of the industry's top franchises including Halo, Half-Life, Tony Hawk, James Bond 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 of America and Take-Two/2K Games.

Currently Gearbox Software is in development with Aliens: Colonial Marines, published by Sega, and other unannounced AAA games for multiple platforms including the Microsoft Xbox 360, PlayStation 3, Nintendo Wii, Windows PC, Mac, Nintendo DS, Sony PSP and more.

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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 reliance on a primary distribution service provider for a significant portion of our products, our ability to raise capital if needed, risks associated with international operations, and the matters relating to the investigation by a special committee of our board of directors of the Company's stock option grants and the claims and proceedings relating thereto (including stockholder and derivative litigation and negative tax or other implications for the Company resulting from any accounting adjustments or other factors). Other important factors and information are contained in the Company's Annual Report on Form 10-K for the fiscal year ended October 31, 2008, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended July 31, 2009, 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.

Source: Take-Two Interactive Software

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