

## **Borderlands(TM) 2 Kicks Off New Era of Shoot and Loot on September 18, 2012**

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*Pre-ordered games include exclusive access to Borderlands 2 Premiere Club, including in-game items*

NEW YORK--(BUSINESS WIRE)--Feb. 22, 2012-- 2K Games and Gearbox Software announced today that **Borderlands™ 2**, the sequel to the multi-million unit selling breakout hit, **Borderlands™**, will be available on the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Windows-based PC in North America on September 18, 2012 and internationally on September 21, 2012. Currently in development by Gearbox Software, **Borderlands 2** is the sequel to the critically acclaimed four-player cooperative shooter-looter that combined intense first-person mayhem with role-playing gameplay. In addition, fans who pre-order the title from participating retailers will receive access to the **Borderlands 2** Premiere Club, including rewarding in-game items and bonuses.

Living up to the mantra “bigger, better and more badass,” **Borderlands 2** features all-new characters; skills; imaginative, diverse new environments with unique missions and enemies; and more exciting and fun weapons, equipment and loot than ever before. All of these features come together in a story that takes players to the world of Pandora to take down the notorious Handsome Jack and his corrupt Hyperion Corporation as a solo campaign or with up to four cooperative players.

“The addictive gameplay and shooting and looting mayhem of the first **Borderlands** is back and better than ever in **Borderlands 2**, taking the franchise to an entirely new level,” said Christoph Hartmann, president of 2K. “With more guns, more enemies, more missions, an engaging story and all-new characters, **Borderlands 2** promises to bring a new era to gaming this fall.”

**Borderlands 2** will allow friends to play together locally via split-screen, as well as online with drop-in-drop-out capabilities. With seamless cooperative gameplay and action, **Borderlands 2** is extremely accessible for gamers and their friends to play alone or together in a variety of configurations.

“**Borderlands 2** is a passion project, through and through,” said Randy Pitchford, President of Gearbox Software. “The result is a sequel that has improved every successful aspect of **Borderlands** while innovating with an all-new experience.”

Gamers who pre-order **Borderlands 2** from participating retailers will gain access to the **Borderlands 2** Premiere Club, allowing them to download the Gearbox Gun Pack, a Golden Key and the Vault Hunter’s Relic. The Gearbox Gun Pack is a collection of unique guns to help players begin their journey on Pandora. The Golden Key is an in-game item used to unlock a rare item in the mysterious Golden Sanctuary Loot Chest found in **Borderlands 2**. The Vault Hunter’s Relic is an in-game item that boosts players’ gear-hunting fortune while playing solo or teaming up with friends. To pre-order **Borderlands 2** please visit <http://www.borderlands2.com/preorder>.

**Borderlands 2** is not yet rated by the ESRB. For more information on **Borderlands 2** please visit <http://www.borderlands2.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 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 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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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50177223&lang=en>

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