

## 2K Games Launches Sid Meier's Civilization World(TM) for Facebook Platform

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*Forge powerful alliances and build massive empires with free-to-play, social version of the PC franchise that has wowed more than 10 million gamers for decades*

NEW YORK, Jul 07, 2011 (BUSINESS WIRE) -- 2K Games today announced that *Sid Meier's Civilization World(TM)* for Facebook, the newest entry from the genre-defining strategy-based franchise, is now available. *Civilization World* takes the series' famously addictive style of gameplay and makes it easier than ever to play with friends on the world's largest social platform. Developed at Firaxis Games by legendary game designer and creator of the *Civilization* series, Sid Meier, *Civilization World* offers a deep, robust gameplay experience, and an end goal for all players to strive towards. Players can now take charge of their civilizations and jump into *Civilization World* by logging into their Facebook account and accessing this app page: [apps.facebook.com/civworld](https://apps.facebook.com/civworld).

"With over ten million units sold worldwide, *Sid Meier's Civilization* is world renowned as one of the greatest strategy game franchises," said Christoph Hartmann, president of 2K. "We're excited to bring this fun and social game to people on Facebook, enabling fans of the series to play *Civilization World* from almost anywhere in the world; while offering newcomers a chance to enjoy this addictive strategy gameplay that has fascinated gamers for two decades."

*Civilization World* is set in a persistent online world where players collaborate with friends to become the strongest nation to accomplish an end goal of becoming the world's most powerful civilization. Players manage and grow their own city to maximize its production and happiness, and later team up with friends to win great battles, forge powerful alliances, grant clever treaties, and create sinister schemes to outwit and overpower adversaries. Citizens can share technology to jump ahead of rivals, pass important civics and vote on vital policies, spy on enemies, and create the great wonders of the world. From the Dark Ages to the Space Age, collaborative efforts with real community leaders and ideas allow for intellect and cunning to win loyalties, battles and eras to create the most powerful nation in the world.

"Our team set out to create an exciting *Civilization* game for Facebook where for the first time, players can join with their friends to build a powerful empire and rule the world," said Sid Meier, Director of Creative Development at Firaxis Games. "*Civilization World* is a fun and engaging game that both fans of the series and fans of Facebook games will find immediately addictive, and we look forward to adding to the experience as the game continues to evolve in this dynamic new gaming world."

*Civilization World* is now available for free, and accessible to everyone with a Flash-enabled browser and a Facebook account to play anywhere at any time. To log into the game, please visit: [apps.facebook.com/civworld](https://apps.facebook.com/civworld). For more information on *Civilization World*, please visit <http://www.facebook.com/civworld>.

2K Games is a division of 2K, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO).

### About Firaxis Games

Firaxis Games(TM) is one of the world's premier game development studios, and home of legendary designer Sid Meier. Firaxis has developed some of the most successful and award-winning computer and video games on the market today including: *Sid Meier's Civilization(R) Revolution(TM)* for console, iPhone(R), iPod Touch(R), iPad(R) and Nintendo DS, 2005 PC Game of the Year - *Sid Meier's Civilization IV(R)*, the expansions *Civilization IV: Warlords(R)*, *Civilization IV: Beyond The Sword(TM)*, and *Civilization IV: Colonization(TM)*, the blockbuster *Sid Meier's Civilization(R) III* series, *Sid Meier's Pirates!(R)* (PC, Xbox(R) and PSP(R)), *Sid Meier's SimGolf(TM)* and *Sid Meier's Railroads!(TM)*. Firaxis legacy titles include the *Sid Meier's Civil War Series! (TM)* (*Gettysburg!*, *Antietam!*, and *South Mountain*), and the *Sid Meier's Alpha Centauri(R)* series. In 2005, Firaxis Games was acquired by Take-Two Interactive Software, Inc., joining its 2K publishing label. The company recently released *Sid Meier's Civilization(R) V* for the PC to great critical acclaim and has just launched *Civilization World(TM)* for Facebook.

### About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer and publisher of

interactive entertainment software games for the PC, PlayStation(R)3 and PlayStation(R)2 computer entertainment systems, PSP (R) (PlayStation(R)Portable) system, Xbox 360(R) video game and entertainment system from Microsoft, Wii(TM), Nintendo DS (TM), iPhone(R), iPod(R) touch and iPad(TM). 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. 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>.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6785219&lang=en>

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