

2K Drive Now Available Worldwide for iPhone, iPad and iPod Touch

September 5, 2013 8:01 AM ET

Immerse yourself in a new dynamic automotive experience for your mobile device

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NEW YORK--(BUSINESS WIRE)--Sep. 5, 2013-- [2K](#) and [Lucid Games](#), a boutique studio founded by creators of the *Blur* and *Project Gotham Racing* series, announced today that **2K Drive** is now available for download from the App Store for iPhone, iPad and iPod touch for \$6.99. **2K Drive** is a cutting-edge racing simulator that brings the depth and richness of console-based driving mechanics to gamers on the go. Featuring high-quality licensed and original cars, iconic locations, precision controls, and an integrated feed for the latest automotive news, **2K Drive** brings the fast-paced world of automotive racing culture right to gamers' fingertips.



2K announced today the availability of the highly anticipated mobile racing simulation game from Blur and Project Gotham Racing series creators Lucid Games, 2K Drive, on the App Store for iPhone, iPad, iPod touch. (Photo: Business Wire)

hub for auto-enthusiasts.”

Through the game's live newsfeed and multiplayer options, **2K Drive** also offers players the opportunity to build a strong, authentic connection with car enthusiasts and automotive communities. Gamers will have the opportunity to view video and photo galleries, as well as read, “like” and “share” the latest news from popular automotive blogs and outlets, such as *Car & Driver*, *Road & Track*, *Autoblog*, *Between The White Lines (BTWL)*, *CaniBeat*, *Cars X Hype*, *Distraction Control*, *DUB Magazine*, *eGarage*, *Electric Cars Report*, *Fatlace*, *The Lowdown*, *Hemmings Motor News*, *Hooniverse*, *My Life @ Speed*, and *My Ride Is Me*.

“Lucid has been thrilled to work with 2K in creating a rich and authentic mobile gaming experience that transcends traditional racing games on the platform,” added Pete Wallace, studio head at Lucid Games. “**2K Drive** immerses players in a vast expanse of dynamic content that allows each user to tailor their individual experience to better suit their own interest and level of engagement with the auto genre.”

2K Drive is available for \$6.99 from the App Store on iPhone, iPad and iPod touch or at www.AppStore.com/2KDrive.

With a wide variety of racing modes for both single and multiplayer, **2K Drive** promises a dynamic gaming experience for motorsports enthusiasts of all interest levels. Offering more than 100+ unique events on 25+ tracks in five environments, **2K Drive** provides mobile gamers with the chance to get behind the wheel of more than 25 licensed cars, from manufacturers including Dodge, Fiat, Ford, GM, Icon, Local Motors, Mazda, McLaren, Nissan and So-Cal. And, by using the “RaceFace” function, players can put their own face on their driver's, as well as see their friends behind the wheels of their cars when playing in asynchronous multiplayer.

“**2K Drive** was designed to offer the most comprehensive driving simulation experience in today's mobile market,” said Christoph Hartmann, president of 2K. “The game successfully combines the appeal of a premier console racing game with some of the leading automotive editorial content available on the Web, to create an all-inclusive entertainment

For the latest breaking news surrounding the game, look for updates on the **2K Drive** [Facebook](#) and [Twitter](#) pages.

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

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, Irrational Games, 2K Marin, 2K Australia, 2K Czech, 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 - 2013 [Metacritic.com](#) and *The NPD Group estimates of U.S. retail video game sales through July 2013*.

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. 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>.

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 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, 2013, in the section entitled "Risk Factors," the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2013, 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/20130905005194/en/>

Source: Take-Two Interactive

2K

Jessica W. Lewinstein, 415-507-7519

jessica.lewinstein@2kgames.com

or

Access Communications for 2K

Erik Robertson, 415-844-6266

erob@accesspr.com

or

Take-Two Interactive Software, Inc.

Alan Lewis (Corporate Press), 646-536-2983

alan.lewis@take2games.com