

## Irrational Games Announces BioShock® Infinite Season Pass

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*Get three all-new add-on packs for the price of two, plus the Early Bird Special Pack full of exclusive gameplay-enhancing bonuses*

NEW YORK--(BUSINESS WIRE)--Feb. 21, 2013-- 2K Games and Irrational Games today announced that production of downloadable content has recently begun for their forthcoming **BioShock® Infinite** and revealed details of the **BioShock Infinite Season Pass**\*. Three all-new add-on packs are in development that will provide hours of additional gameplay and continue the player's journey in the sky-city of Columbia with new stories, characters, abilities and weapons.



The BioShock Infinite Season Pass will be available on March 26th. (Photo: Business Wire)

\*Xbox LIVE, PlayStation®Network or Steam account and Internet connection required. Copy of **BioShock Infinite** required for play.

\*\*For Xbox 360 this is a purchase of Microsoft Points, redeemable via the Xbox LIVE Marketplace for Xbox 360.

### About **BioShock Infinite**

From the creators of the highest-rated first-person shooter of all time\*\*\*, **BioShock**, and with over 80 editorial awards to date, **BioShock Infinite** puts players in the shoes of U.S. Cavalry veteran turned hired gun Booker DeWitt. Indebted to the wrong people and with his life on the line, DeWitt has only one opportunity to wipe his slate clean. He must rescue Elizabeth, a mysterious girl imprisoned since childhood and locked up in the flying city of Columbia. Forced to trust one another, Booker and Elizabeth form a powerful bond during their daring escape. Together, they learn to harness an expanding arsenal of weapons and abilities as they fight on zeppelins in the clouds, along high-speed Sky-Lines, and down in the streets of Columbia, all while surviving the threats of the air-city and uncovering its dark secret.

The **BioShock Infinite Season Pass** will be available on March 26, 2013 when the game is planned to launch, and provide nearly \$30.00 of add-on content for \$19.99 (PlayStation®Network, Windows® PC) or 1,600 Microsoft Points (Xbox LIVE® online entertainment network) - a savings of more than 30%. The **Season Pass** will include all three add-on packs, and can be pre-ordered today through [www.preordernow.com](http://www.preordernow.com) or at a participating retailer\*\*.

Those who purchase the **BioShock Infinite Season Pass** will also receive the **Early Bird Special Pack** at no extra cost. This bonus pack contains four pieces of exclusive gear, a Machine Gun Damage Upgrade, a Pistol Damage Upgrade, a gold skin for both weapons and five Infusion bottles that allow players to increase their health, their shield durability or their ability to use Vigors by increasing the quantity of Salts they can carry.

In addition, those who pre-order **BioShock Infinite** will receive the **Industrial Revolution Pack** for free. This pack grants exclusive access to three in-game gear items that boost combat abilities, \$500 bonus to in-game currency, five lock picks and the **Industrial Revolution** puzzle game, which unlocks stories of Columbia and allows players to pledge their allegiance to the Vox Populi or Founders through Facebook.

**BioShock Infinite** is rated M for Mature by the ESRB. For the latest news and information on **BioShock Infinite**, become a fan on [Facebook](https://www.facebook.com/BioShockInfinite) and follow Irrational Games on [Twitter](https://twitter.com/IrrationalGames).

**BioShock Infinite** is planned to launch globally on March 26, 2013 for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Windows PC. For more information on **BioShock Infinite**, please visit <http://www.bioshockinfinite.com>.

\*\*\*Based on Metacritic average ranking across available platforms.

## 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 2008-2013 Metacritic.com and The NPD Group estimates of U.S. retail video game sales through January 2013.

## About Irrational Games

Located near Boston, Massachusetts, Irrational Games is widely recognized as one of the industry's leading game developers. Irrational has earned a reputation for creating story-driven, genre-defining games with award-winning hits like *System Shock 2*, *Freedom Force*, and the original *BioShock*. For more information, visit <http://www.irrationalgames.com>.

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

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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 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/multimedia/home/20130221005419/en/>

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