

2K Announces Mafia III Now Available

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Embark on an epic journey of revenge through a reimagined 1968 New Orleans

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NEW YORK--(BUSINESS WIRE)--Oct. 7, 2016-- [2K](#) and [Hangar 13](#) today announced that [Mafia III](#), the thrilling organized crime drama set in the immersive open world of 1968 New Bordeaux, is now available for PlayStation®4 computer entertainment system, Xbox One and Windows PC.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20161007005020/en/>



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Mafia III continues 2K's pedigree of outstanding narratives told through rich characters in immersive settings with the city of 1968 New Bordeaux – a reimagined version of New Orleans – bustling with activity and complete with era-inspired cars, fashion and an eclectic mix of music, including more than 100 licensed tracks from one of the most memorable eras in history. During this turbulent time, a cloud of corruption hangs in the air and the city has become a haven for organized crime. The Italian mob controls illegal gambling, drugs, and prostitution, while corrupt police and politicians line their pockets with the proceeds.

“Creating epic and lasting narrative experiences is one of our core pillars, and the teams at Hangar 13 and 2K worked with tireless passion to continue that legacy with *Mafia III*,” said Christoph Hartmann, president of 2K. “Hangar 13's impressive debut effort takes the *Mafia* franchise in an exciting new direction by combining the cinematic storytelling the series is known for with a true open world for the first time.”

Mafia III follows the story of Lincoln Clay, a disenfranchised Vietnam veteran returning from combat and looking for a sense of belonging. Orphaned as a child, Lincoln at last achieves a semblance of family with the city's black mob. But when Lincoln's new family is betrayed and slaughtered by Sal Marcano and the city's Italian mob, he becomes fixated on revenge. He wages a brutal war against the Marcano family, disrupting the balance of power in the seedy underworld of New Bordeaux. As his story unfolds, Lincoln allies himself with other criminals and builds an empire and a new family of his own.

“Building the open world of New Bordeaux and crafting this hard-boiled crime drama set in the American South during the late 1960's has been an amazing journey for all of us,” said Haden Blackman, studio head and creative director at Hangar 13. “This is our first game as a studio, and we're humbled by the community's anticipation for *Mafia III*'s release. We couldn't think of a better game to showcase the kinds of stories we want to tell and player-driven experiences we want to create.”

Standard, limited deluxe and limited collector's editions of *Mafia III* are now available. The *Mafia III Deluxe Edition*

(\$79.99 MSRP) is available digitally and physically in a limited capacity from select retailers, and includes both the game and access to additional, post-release downloadable content, including the Season Pass at additional savings. The limited ***Mafia III Collector's Edition*** (\$149.99 MSRP) is packed with physical and digital items, providing a window into the sights and sounds of 1968 New Bordeaux, including all content found in the ***Mafia III Deluxe Edition*** plus the official soundtrack and original game score on 180 gram vinyl, a collectable art book, art prints, and more. For complete details on the limited ***Mafia III Collector's Edition***, visit: <https://mafiagame.com/en/news/view/en-whats-inside-mafia-iii-collectors-edition/>.

2K and Hangar 13 are also working on unique post-release content for ***Mafia III***. This includes both free, recurring content for all players, as well as three story expansions that will be available for purchase individually or as part of the ***Mafia III Season Pass*** (\$29.99 MSRP), which can be purchased on its own or through the ***Mafia III Deluxe Edition*** or ***Mafia III Collector's Edition*** at additional savings.

Also available today is ***Mafia III Rivals***, the mobile battle RPG for iOS and Android devices from 2K and [Cat Daddy Games](#). Experience the diverse and dangerous New Bordeaux from a whole new perspective – and a completely different way to fight your way to the top of the criminal underworld with characters, locations and events based on Hangar 13's ***Mafia III***. Assemble your crime syndicate by seizing property, collecting loot (including weapons and vehicles) and defeating any rival mobs that interfere with your plans. Join up with friends and battle players worldwide to see who has the deadliest crew in New Bordeaux.

Mafia III is now available for PS4™ system, Xbox One and Windows PC. ***Mafia III*** is rated M for Mature by the ESRB. For more information on ***Mafia III***, subscribe on [YouTube](#), follow us on [Twitter](#), become a fan on [Facebook](#) and visit <http://MafiaGame.com>.

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.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a leading developer, publisher and marketer 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 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 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, Hangar 13, Cat Daddy Games and 2K China. 2K's stable of high quality titles includes the critically acclaimed BioShock®, Borderlands™, Mafia, and XCOM® franchises, the beloved Sid Meier's Civilization series, Evolve™, Battleborn®, the popular WWE 2K franchise and NBA 2K, the highest rated* annual sports title of this console generation.

*According to 2008 - 2016 [Metacritic.com](#)

About Hangar 13

Located at 2K headquarters in Novato, California, Hangar 13 is the newest studio to design and develop games under the

2K publishing label. With a team of fantastic talent built from some of the most well-known studios in the industry, Hangar 13 is aiming to use its own proprietary technology to advance the art of player-driven experiences, creating games that will become industry benchmarks.

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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, the timely release and significant market acceptance of our games, the ability to maintain acceptable pricing levels on our games, and risks associated with international operations. Other important factors and information are contained in the Company's most recent Annual Report on Form 10-K, including the risks summarized in the section entitled "Risk Factors," the Company's most recent Quarterly Report on Form 10-Q, 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.

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