

2K Games to Publish Gearbox Software's Borderlands(TM) for Next Gen Consoles and Games for Windows(R)

August 16, 2007 10:01 AM ET

New sci-fi shooter from award-winning developer Gearbox Software

blends first-person action with character progression and hundreds of thousands of weapons for an unmatched cooperative gaming experience

NEW YORK--(BUSINESS WIRE)--Aug. 16, 2007--2K Games, a publishing label of Take-Two Interactive Software, Inc. (NASDAQ: TTWO), announced today that it will publish Borderlands(TM), the latest release from acclaimed developer Gearbox Software, for the Xbox 360(TM) video game and entertainment system from Microsoft, PLAYSTATION(R)3 computer entertainment system and Games for Windows(R). As the first title in an all-new sci-fi action franchise, Borderlands combines the best elements of Gearbox Software's famed first-person action titles with player customization and vehicular combat to create an unprecedented gaming experience.

Gearbox Software has developed revolutionary new technology to create Borderlands' incredible layers of gameplay depth. Borderlands features a groundbreaking content generation system allowing for near-endless variety in missions, environments, enemies, weapons, item drops and character customization.

"Borderlands represents an important evolutionary leap in game design and technology," said Christoph Hartmann, President of 2K. "By utilizing revolutionary new technology to create thousands of unique, randomly generated missions, weapons and situations, Borderlands will raise the bar for next gen action games."

Borderlands is an extraordinary cooperative experience, allowing for multiple players to share the same game experience simultaneously online. Players can freely join or leave each other's games at anytime, or choose to play in the full single-player mode. Borderlands features life-like character animations, impressive real-time physics, and customizable vehicles.

"Borderlands creates a universe of gameplay that goes far beyond anything anyone would expect. We're tapping into every bit of Gearbox Software's experience with the biggest science fiction video game franchises, then taking everything way past the next level," said Randy Pitchford, President of Gearbox Software. "The team at 2K Games shares our passion for pushing boundaries in gameplay and storytelling and are absolutely perfect partners for Borderlands."

Borderlands will be available holiday 2008 for PLAYSTATION 3 system, Xbox 360 and Games for Windows(R). For more information, see the Borderlands cover story in the September issue of Game Informer Magazine.

About Gearbox Software

Gearbox Software, an independent video game development studio located in Dallas, TX, is respected industry-wide for their ability to create award winning, blockbuster interactive entertainment. The company has established itself as an industry leader, developing games for many of the industry's top franchises including Half-Life: Opposing Force, Half-Life: Blueshift, Half-Life PlayStation(R)2, Halo: Combat Evolved, Aliens and Tony Hawk. Gearbox Software's first original brand, Brothers in Arms, was launched in 2005 and has become one of the highest rated and best selling franchises in the genre. The company is currently developing multiple original titles for next generation video game consoles and Windows Vista(TM). Additional information regarding Gearbox Software can be found at www.gearboxsoftware.com.

About Take-Two Interactive Software

Headquartered in New York City, Take-Two Interactive Software, Inc. is a global developer, marketer, distributor and publisher of interactive entertainment software games for the PC, PlayStation(R) game console, PlayStation(R)2 and PLAYSTATION(R)3 computer entertainment systems, PSP(R) (PlayStation(R)Portable) system, Xbox(R) and Xbox 360(TM) video game and entertainment systems from Microsoft, Wii(TM), Nintendo GameCube(TM), Nintendo

DS(TM) and Game Boy(R) Advance. The Company publishes and develops products through its wholly owned labels Rockstar Games, 2K Games and 2K Sports, and Global Star Software; and distributes software, hardware and accessories in North America through its Jack of All Games subsidiary. Take-Two's common stock is publicly traded on NASDAQ under the symbol TTWO. For more corporate and product information please visit our website at www.take2games.com.

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SOURCE: Take-Two Interactive Software, Inc.