

2K Games Doubles Your Pleasure with Borderlands(TM) Double Game Add-On Pack Available Now

April 6, 2010 8:03 AM ET

NEW YORK, Apr 06, 2010 (BUSINESS WIRE) --2K Games announced today that the Borderlands(TM) Double Game Add-On Pack* featuring the grisly The Zombie Island of Dr. Ned and the challenging Mad Moxxi's Underdome Riot is now available in stores in North America for the Xbox 360(R) video game and entertainment system from Microsoft and Windows PC for \$19.99. Developed by Gearbox Software, the Borderlands Double Game Add-On Pack combines the exhilarating first two Borderlands add-on packs that further enhance the gameplay experience and brings them to retail shelves for the first time.

Complete with extensive co-op integration that seamlessly blends the single-player and multiplayer experiences, both ***The Zombie Island of Dr. Ned*** and ***Mad Moxxi's Underdome Riot*** allow players to freely join or leave each other's games at any time for collaborative mayhem or the freedom to enjoy the game in full single-player mode. It also includes the groundbreaking weapon generation system that offers more than 16 million weapons from which to choose. Like many things in life, playing the ***Borderlands Double Game Add-on Pack*** with others is more fun than playing alone.

The Zombie Island of Dr. Ned takes fans from the barren wastelands to a creepy island overflowing with what's left of the rotting workers of Jakobs Cove. Dr. Ned was tasked with saving them, but has done his job a little too well by creating flesh-eating zombies and other ghastly abominations that now run rampant in this region. Players will have to work alongside Dr. Ned as they embark on an explosive journey to cure the decaying inhabitants of Jakobs Cove in this full-fledged expansion filled with new formidable enemies, grueling quests and rare loot drops.

In ***Mad Moxxi's Underdome Riot***, fans must face the ever-changing underdome riot that challenges every shooter skill known to gamers. The all-new Riot Mode challenges players to test their weaponry against hordes of menacing antagonists who are thirsting for carnage in tournaments where the rules of warfare are constantly changing. ***Mad Moxxi's Underdome Riot*** also offers several new game features, including an all-new bank feature that provides extra storage capacity for weapons of devastation and the ability to gain two new skill points.

Borderlands, rated M for Mature by the ESRB, is currently available for Xbox 360, PlayStation(R)3 computer entertainment system and Windows PC. For more information, please visit www.borderlandsthegame.com.

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

****Does not include the standalone Borderlands product, which is required in order to play.***

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(TM) and iPod(R) touch. 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 www.take2games.com.

About Gearbox Software

Gearbox Software is respected industry wide for the award winning, best-selling original and licensed video games they have developed for major video game platforms.

Founded in 1999 and located near Dallas, TX, Gearbox Software is well known for the creation and development of their original blockbuster franchise, Brothers in Arms, which has sold over 7 million units. Additionally, Gearbox Software has developed games and added value to many of the industry's top franchises including Halo, Half-Life, Tony Hawk, James Bond and others.

Gearbox Software's success has been enabled and supported through several key mutually beneficial business relationships with

strong publishing partners including Activision, Electronic Arts, Ubisoft Entertainment, Microsoft Games Studios, Sega of America and Take-Two/2K Games.

Currently Gearbox Software is in development with Aliens: Colonial Marines, published by Sega, and other unannounced AAA games for multiple platforms including the Microsoft Xbox 360, PlayStation 3 system, Nintendo Wii, Windows PC, Mac, Nintendo DS, PSP system and more.

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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 October 31, 2009, in the section entitled "Risk Factors," as updated in the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended January 31, 2010, 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.

SOURCE: Take-Two Interactive Software, Inc.

2K Games

Charlie Sinhaseni, 415-507-7586

charlie.sinhaseni@2kgames.com

or

Take-Two Interactive Software, Inc.

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

alan.lewis@take2games.com

or

The Redner Group

Jim Redner, 323-217-4314

jimredner@therednergroupp.com