

## **Borderlands® 2: Add-On Content Pack Now Available in Stores**

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*Retail bundle features \$40 of additional content for \$29.99, including **Captain Scarlett and Her Pirate's Booty** and **Mr. Torgue's Campaign of Carnage***

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NEW YORK--(BUSINESS WIRE)--Feb. 26, 2013-- 2K and Gearbox Software announced today that the **Borderlands 2: Add-On Content Pack**\* is now available in stores. The pack is a single packaged product that adds hours of additional gameplay with **Borderlands 2**'s first two add-on campaigns, **Captain Scarlett and Her Pirate's Booty** and **Mr. Torgue's Campaign of Carnage**, as well as a fifth playable character, Gaige the Mechromancer. It features \$40 of content for \$29.99 and is available for the Xbox 360® video game and entertainment system from Microsoft and PlayStation®3 computer entertainment system. To date, **Borderlands 2** has won more than 55 editorial awards, including "Best Shooter" and "Best Multiplayer" at Spike's 2012 Video Game Awards and "Game of the Year" from G4TV.

The **Borderlands 2: Add-On Content Pack** bundles all of the digital add-on content previously released on the Xbox LIVE Marketplace for Xbox 360 and on PlayStation Network for PlayStation 3, up to the second add-on campaign, making it a must have for **Borderlands 2** fans that did not previously download the content and includes the following:

- **Captain Scarlett and Her Pirate's Booty** add-on campaign;
- **Mr. Torgue's Campaign of Carnage** add-on campaign;
- Gaige, the Mechromancer, a fifth playable character;
- The Creature Slaughter Dome battle arena where players can fight challenging enemies and earn Mad Moxxi's rare rocket launcher;
- Unique weapons including the Gearbox Gun Pack and Skyrocket Grenade;
- Additional heads and skins to customize each character;
- A Golden Key to unlock rare loot from the golden chest in Sanctuary.

**Borderlands 2** is rated M for Mature by the ESRB and is available now on Xbox 360, PS3™ and Windows PC. For the latest **Borderlands 2** news and information, please visit the official [Borderlands 2 web site](#), and follow on [Twitter](#) and [Facebook](#).

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

*\*Borderlands 2 is not included in this pack, but is required to play all of the included content. It does not require online connectivity to play.*

### **About Borderlands 2**

Developed by Gearbox Software, **Borderlands 2** has won more than 55 editorial awards in 2012 and is the critically acclaimed sequel to the breakout original that invented a new genre, the FPS/RPG hybrid known as "shooter-looter." **Borderlands 2** features all-new characters and skill trees, diverse new environments, missions and enemies, as well as weapons and equipment with more personality than ever before. Players experience an all-new story that takes place five years after the events of the original game. Four friends can team up online to journey through the huge, open world of Pandora to take down the notorious Handsome Jack and his corrupt Hyperion Corporation.

### **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 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, development and management of its original blockbuster video game franchises including the best-selling new property of 2009, *Borderlands*, and its record setting downloadable content, the critically acclaimed award winning *Brothers in Arms* series, and the *Duke Nukem* franchise. The company has also developed licensed video games for many of the industry's top franchises including *Halo*, *Half-Life*, *Tony Hawk's Pro Skater*, *007 James Bond*, *Aliens* 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, and Take-Two/2K Games.

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This video game is fictional and depicts invented events, persons, locations, and entities. The inclusion of any brand, weapon, location, vehicle, person or thing does not imply sponsorship, affiliation, or endorsement of this game. The makers and publishers of this game do not endorse, condone or encourage engaging in conduct depicted in this product.

## **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 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/20130226005650/en/>

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**2K**

Scott Pytlik, 415-507-7944

[pr@2kgames.com](mailto:pr@2kgames.com)

or

**Access Communications for 2K**

Erik Robertson, 415-844-6266

[erobertson@accesspr.com](mailto:erobertson@accesspr.com)

or

**Take-Two Interactive Software, Inc.**

Alan Lewis, 646-536-2983

Corporate Press

[alan.lewis@take2games.com](mailto:alan.lewis@take2games.com)