

MEDIA ADVISORY

**2K Games and Gearbox Software to unveil interactive digital artwork at gamescom 2012**

*Europe’s top graffiti artists to produce a live-streamed Borderlands® 2 mural*

Windsor, UK, August 17, 2012 – ***Borderlands 2*** fans are in for a treat at this year’s gamescom after 2K Games and Gearbox Software today announced a ground-breaking project to celebrate the unique art style and direction of the game.

Leading graffiti artists Sam Hope (UK) and Dave More (Germany) will collaborate to create a 20ft mural of the colourful world of ***Borderlands 2***’s Pandora, featuring key characters, items and environments, which will be live-streamed online.

Taking the project one step further in true ***Borderlands***style, individual artwork will reveal exclusive online content as sections of the mural are completed, transforming it into one of the largest interactive digital artworks ever created.

A select number of lucky fans will also get the chance to take away a piece of ***Borderlands 2*** history; from the 21st August, the completed individual artworks will be given away for free via a Sweepstakes on Twitter.

Gamescom attendees can watch the mural taking shape on Friday 17th August from 9am CET outside the Koelnmesse Convention Centre, and the live-stream will be available for everyone worldwide at [www.aworkofart.eu](http://www.aworkofart.eu).

***Borderlands 2*** is the sequel to the critically acclaimed four-player cooperative shooter-looter that combined intense first-person mayhem with role-playing gameplay. ***Borderlands 2*** features all-new characters; skills; imaginative, diverse new environments with unique missions and enemies; and more exciting and fun weapons, equipment and loot than ever before. All of these features come together in a story that takes players to the world of Pandora to take down the notorious Handsome Jack and his corrupt Hyperion Corporation as a solo campaign or with up to four cooperative players.

***Borderlands® 2*** will be available internationally on September 21st 2012, and in North America on September 18th 2012. Borderlands® 2 is not yet rated by PEGI. For more information please visit:www.borderlands2.com.

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

All trademarks and copyrights contained herein are the property of their respective holders.

*# # #*

**CONTACT:**

Name

2K Games

Tel

E-mail