

FOR IMMEDIATE RELEASE:



APPLE CORPS LTD., MTV AND HARMONIX ANNOUNCE “THE BEATLES: ROCK BAND,” WORLDWIDE RELEASE SET FOR 9/9/09

New York, NY – March 5, 2009 – Apple Corps, Ltd., Harmonix and MTV Games, a part of Viacom’s MTV Networks (NYSE: VIA, VIA.B), today announced the 9/9/09 worldwide release of ***The Beatles: Rock Band*** (<http://www.thebeatlesrockband.com>). The music-based video game, an unprecedented, experiential progression through and celebration of the music and artistry of The Beatles, will be available simultaneously worldwide in North America, Europe, Australia, New Zealand and other territories for the Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system and Wii™ home videogame console from Nintendo.

The Beatles: Rock Band will allow fans to pick up the guitar, bass, mic or drums and experience The Beatles extraordinary catalogue of music through gameplay that takes players on a journey through the legacy and evolution of the band’s legendary career. In addition, ***The Beatles: Rock Band*** will offer a limited number of new hardware offerings modeled after instruments used by John Lennon, Paul McCartney, George Harrison and Ringo Starr throughout their career.

The Beatles: Rock Band will be offered as standalone software and hardware as well as a limited edition bundle. The game will be compatible with all ***Rock Band*** instrument controllers and other current music-based video game peripherals.

Available on 9/9/09:

- **The Beatles: Rock Band Software** - Xbox 360, PLAYSTATION 3, Wii: \$59.99 MSRP
- **The Beatles: Rock Band Standalone Guitars** - Xbox 360, PLAYSTATION 3, Wii: \$99.99 MSRP
- **The Beatles: Rock Band Limited Edition Premium Bundle:** Xbox 360, PLAYSTATION 3, Wii: \$249.99 MSRP

Please note: Pricing outside of the US to be announced at a later date.

The Beatles: Rock Band marks the first time that Apple Corps, along with EMI Music, Harrisongs Ltd, and Sony/ATV Music Publishing, has agreed to present The Beatles music in an interactive video game format. ***The Beatles: Rock Band*** will be published by MTV Games and developed by Harmonix, the world’s premier music video game company and creators of the

best-selling [Rock Band](#)®. Electronic Arts will serve as distribution partner for the game. In addition, Giles Martin, co-producer of The Beatles innovative LOVE album project, is providing his expertise and serving as Music Producer for this groundbreaking Beatles project.

Exclusive content created by Apple Corps, MTV Games and Harmonix will be made available to fans over the next few months who participate in a pre-order campaign through major retailers. More details on **The Beatles: Rock Band** game and pre-order will be revealed in the coming months.

Please visit <http://www.thebeatlesrockband.com>.

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About Apple Corps. Ltd.

Apple Corps Ltd. was founded by The Beatles in 1968 to look after the group's own affairs. The London-based company has administered the catalogue of The Beatles releases of the 1960s that have sold to date more than 600 million records, tapes and CDs. Since the 1990s Apple has piloted new Beatles projects that have become benchmarks for pioneering accomplishment and which have included The Beatles Anthology projects, the 28 million-selling album The Beatles 1 and the The Beatles LOVE show and CD. Further information on The Beatles' projects can be found at www.thebeatles.com.

About MTV Networks

MTV Networks, a division of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of entertainment content, with brands that engage and connect diverse audiences across television, online, mobile, games, virtual worlds and consumer products. The company's portfolio spans more than 150 television channels and 350 digital media properties worldwide, and includes [MTV](#), [VH1](#), [CMT](#), [Logo](#), [Harmonix](#), [Nickelodeon](#), [Nick at Nite](#), [Noggin](#), [The N](#), [AddictingGames](#), [Neopets](#), [COMEDY CENTRAL](#), [Spike TV](#), [TV Land](#), [Atom](#), [GameTrailers](#) and [Xfire](#).

About MTV Games

MTV Games is dedicated to creating, marketing and publishing high-quality, innovative interactive products that are relevant to the MTV audience and complement the core values of the MTV Networks brands.

About Harmonix Music Systems, Inc

Harmonix Music Systems, Inc., based in Cambridge, MA, and established in 1995, is the leading developer of groundbreaking music-oriented videogames. Harmonix was founded by Alex Rigopulos and Eran Egozy, who formed the company to invent new ways for non-musicians to experience the unique joy that comes from making music and have pioneered music and rhythm gaming in the US. For more information please visit: www.harmonixmusic.com.

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Media Contacts

For MTV Games / Harmonix – U.S. Media:

Jeff Castaneda

Phone: 212-846-6774
Email: jeff.castaneda@mtvstaff.com

Mariana Agathoklis
Phone: 212-846-5755
Email: mariana.agathoklis@mtvstaff.com

For Apple Corps Ltd. – U.S. Media

Shore Fire Media
Matt Hanks
Phone: 718-522-7171
Email: mhanks@shorefire.com

Brendan Gilmartin
Phone: 718-522-7171
Email: bgilmartin@shorefire.com

For Apple Corps Ltd. – UK / International Media

MBC PR
Moira Bellas
Phone: 0207 483 9213
Email; moira@mbcpr.com

Barbara Charone
Phone: 0207 483 9268
Email: bc@mbcpr.com