

FOR IMMEDIATE RELEASE

## MTV GAMES, HARMONIX AND EA REVEAL CONTENTS AND EUROPEAN PRICING FOR *THE BEATLES™: ROCK BAND®* LIMITED EDITION PREMIUM BUNDLE

*Reserve Your Copy and Become Eligible to Join **The Beatles: Rock Band** Pre-Order Club to Receive Access to Breaking News, Exclusive Game Elements Including Art and Behind-The-Scenes Footage, and More Beginning in May*

New York, NY – April 16, 2009 – Harmonix, the leading developer of music-based games, MTV Games, a part of Viacom's MTV Networks (NYSE: VIA, VIA.B), along with distribution partner Electronic Arts Inc. (NASDAQ: ERTS), today revealed the first details surrounding [The Beatles: Rock Band](http://www.thebeatlesrockband.com) (<http://www.thebeatlesrockband.com>) **Limited Edition Premium Bundle** which will include:

- **The Beatles: Rock Band** software
- **Höfner Bass controller**: Large scale replica of the Bass famously used by Sir Paul McCartney
- **Beatles-inspired and Ludwig-branded Rock Band 2 drums** with classic pearl finish and vintage replica Beatles kick drum head
- **Microphone**
- **Microphone Stand**
- **Additional special content**

In addition to the previously announced US MSRP of \$249.99, **The Beatles: Rock Band** Limited Edition Premium Bundle will retail in continental Europe for MSRP €199.00 and for MSRP £179.00 in the UK.

North American and European fans who pre-order any version of the game<sup>1</sup> will be eligible to join the **The Beatles: Rock Band Pre-Order Club** and receive breaking news and access to exclusive game elements including art and behind-the-scenes footage directly from MTV Games and Harmonix. New material will be released regularly starting in May and leading up to the game's launch on 9/9/09.

As previously announced, **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.

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 on 09/09/2009, the game will be compatible with all **Rock Band®** instrument controllers, as well as most Guitar Hero® and other third party music video game peripherals and microphones.

To learn more about pre-ordering **The Beatles: Rock Band**, please visit [www.thebeatlesrockband.com](http://www.thebeatlesrockband.com).

For **The Beatles: Rock Band** front of box art and additional art assets, please visit [www.mtvpress.com](http://www.mtvpress.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

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<sup>1</sup> At participating North American and European retailers

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](http://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](http://www.harmonixmusic.com).

#### **About Electronic Arts Inc.**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is the world's leading interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS Freestyle™ and POGO™. In fiscal 2008, EA posted GAAP net revenue of \$3.67 billion and had 27 titles that sold more than one million copies. EA's homepage and online game site is [www.ea.com](http://www.ea.com). More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

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