



THE BEATLES INSPIRE NEW MUSIC VIDEO GAME; APPLE CORPS LTD., MTV AND HARMONIX COME TOGETHER FOR UNPRECEDENTED DEAL

Exclusive Agreement Set to Bring The Beatles Music to Fans for the First Time in Interactive Form Here, There and Everywhere in 2009

New York, NY – October 30, 2008 – [The Beatles'](#) extraordinary music and phenomenal legacy is set to rock across the universe in the form of a video game through an exclusive partnership between Apple Corps Ltd., [Harmonix](#) and [MTV Games](#), a part of Viacom's MTV Networks (NYSE: VIA, VIA.B).

This partnership 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. Published by MTV Games and developed by Harmonix, the world's premier music video game company and creators of the best-selling [Rock Band®](#), the game will be an unprecedented, experiential progression through and celebration of the music and artistry of The Beatles. The game was creatively conceived with input from Sir Paul McCartney and Ringo Starr, along with Yoko Ono Lennon and Olivia Harrison, and enjoys their full blessing. In addition, Giles Martin, co-producer of The Beatles innovative LOVE project, will provide his expertise and serve as Music Producer for this groundbreaking Beatles project.

"The project is a fun idea which broadens the appeal of The Beatles and their music. I like people having the opportunity to get to know the music from the inside out," Sir Paul McCartney said.

"It gives me great pleasure to be part of The Beatles / Apple and Harmonix / Rock Band partnership," said Ringo Starr. "The Beatles continue to evolve with the passing of time and how wonderful that The Beatles' legacy will find its natural progression into the 21st century through the computerized world we live in. Let the games commence."

"It's cool. I love it and hope it will keep inspiring and encouraging the young generation for many decades," said Yoko Ono Lennon.

"People are having so much fun playing Rock Band. Combined with The Beatles tracks, it is a great way to either listen or participate," said Olivia Harrison. "If you like the music, it doesn't take much persuasion to get you to play."

"Introducing the genius of The Beatles to a whole new generation of music lovers through original and inspired ways is extremely exciting to us at Apple Corps," stated Jeff Jones, CEO, Apple Corps. "We are truly pleased to be working with the innovative forces at MTV and Harmonix as they embody our mutual passions for music and creativity."

"Many of us have been part of a generation that has long enjoyed an enduring love affair with The Beatles and now we're looking to extend that love affair for future generations to enjoy," said Van Toffler. "Our inspiration for this project comes from a keen sense of history and a place of utmost reverence and respect for the band, their music and their heritage."

"The impact of The Beatles is forever ingrained in the hearts, minds and souls of millions the world over," said Judy McGrath, Chairman and CEO of MTV Networks. "The Beatles are the reason many of us are WHERE we are, and some of us are WHO we are."

"We are honored to be part of this new way for people to discover the timeless music and art of The Beatles - the most creatively and commercially successful, critically acclaimed, and influential band in the history of popular music," stated Paul DeGooyer, MTV's Senior Vice President of Electronic Games & Music.

"By presenting their music and artistry through the creative filter of a groundbreaking video game, we are giving legions of fans and music lovers all over the world a profound, new way to experience The Beatles," said Alex Rigopulos, CEO and Co-Founder, Harmonix. "This game will be a celebration of the Beatles undeniable legacy."

A replay of today's Apple Corps and MTV announcement will be available beginning at 1:30pm ET through Tuesday, November 4. To access the replay, dial 1-888-203-1112 (U.S.) or 719-457-0820 (International) and enter the passcode 7847158.

A satellite feed with art and video assets will be offered today from 12:00pm – 12:30pm ET.

CIRCUIT PATH: ER 1515->AMV Gateway Via 05->Gateway UPLK

Satellite Space: Horizon 2 K/19
12140 Downlink Vertical
14440 Uplink Horizontal

For art and video assets, please visit <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 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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