

FOR IMMEDIATE RELEASE

MTV Games and Harmonix Reveal All But One Track Featured In *The Beatles™: Rock Band™*

19 More of the 45 On-Disc Tracks Announced Including “Lucy in the Sky with Diamonds,” “Helter Skelter,” “While My Guitar Gently Weeps,” “Ticket to Ride” and More

New York, NY – August 18, 2009 – MTV Games and Harmonix, the world’s leading developer of music-based games and a part of Viacom’s MTV Networks (NYSE: VIA, VIA.B), today revealed 19 more of the 45 on-disc tracks that will be featured in *The Beatles™: Rock Band™* - leaving all, but one song a mystery. A gameplay trailer featuring ten of the 19 newly announced songs can be viewed by visiting www.thebeatlesrockband.com.

The newly announced 19 songs represent a cross-section of hits and favorites that span The Beatles’ storied career from “A Hard Day’s Night” and “Lucy in the Sky with Diamonds” to “Ticket to Ride” and “Something,” bringing the total number of announced songs to 44.

The Beatles: Rock Band 19 New Songs Revealed With Featured Venues:

- “Boys” / Cavern Club
- “A Hard Day’s Night” / Ed Sullivan Theater
- “I’m Looking Through You” / Shea Stadium
- “If I Needed Someone” / Shea Stadium
- “Ticket to Ride” / Shea Stadium
- “Drive My Car” / Budokan
- “Lucy in the Sky with Diamonds” / Abbey Road Dreamscape
- “Getting Better” / Abbey Road Dreamscape
- “Good Morning” / Abbey Road Dreamscape
- “Hello, Goodbye” / Abbey Road Dreamscape
- “Hey Bulldog” / Abbey Road Dreamscape
- “Dear Prudence” / Abbey Road Dreamscape
- “While My Guitar Gently Weeps” / Abbey Road Dreamscape
- “Helter Skelter” / Abbey Road Dreamscape
- “Something” / Abbey Road Dreamscape
- “Come Together” / Abbey Road Dreamscape
- “Don’t Let Me Down” / Rooftop Concert
- “I Want You (She’s So Heavy)” / Rooftop Concert
- “I Me Mine” / Rooftop Concert

The Beatles: Rock Band allows fans to pick up the guitar, bass, mic or drums to 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. From the early touring days in 1963 Liverpool to the immortal, final performance on the Apple Corps rooftop, fans can follow in The Fab Four’s footsteps as they traverse the globe during the height of Beatlemania.

For the first time in a music videogame, ***The Beatles: Rock Band*** introduces three-part vocal harmonies to gameplay, allowing players to revel in the unparalleled vocal stylings of The Beatles.

As previously announced, the entire *Abbey Road* album will be available for future download purchase. In addition, “All You Need Is Love” will be released Sept.9, 2009, exclusively through Xbox LIVE for a limited

time as a downloadable song for **The Beatles: Rock Band**, with all Apple Corps Ltd, MTV Games, Harmonix and Microsoft proceeds benefitting Doctors Without Borders/Médecins Sans Frontières (MSF).

In conjunction with the release of the entire, original, digitally re-mastered Beatles CD catalogue, **The Beatles: Rock Band** will be available Sept. 9, 2009, 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 from Sony Computer Entertainment Inc. (SCEI), and the Wii[™] system from Nintendo. The game will be compatible with all **Rock Band** instrument controllers, as well as most Guitar Hero[®] and other authorized third-party music video game peripherals and microphones.

North American and European fans who pre-order any version of the **The Beatles: Rock Band** at a participating retailer will be given an access code to officially join the Pre-Order Club. After entry of the code, consumers will gain access to breaking news and exclusive behind-the-scenes elements. For a list of participating retailers or to learn more about **The Beatles: Rock Band** Pre-Order Club, please visit www.thebeatlesrockband.com/preorderclub/.

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 (NASDAQ: ERTS) 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.

For more information on **The Beatles: Rock Band**, as well as art and video assets, please visit <http://www.thebeatlesrockband.com/press>.

###

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 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, Addicting Games, Neopets, COMEDY CENTRAL, Spike TV, TV Land, Aton, 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 ground-breaking 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.

About Electronic Arts Inc.

Electronic Arts Inc. (EA), headquartered in Redwood City, California, a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA™, EA SPORTS™, EA Mobile™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. EA's homepage and online game site is 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>.

© 2009 Harmonix Music Systems, Inc. All Rights Reserved. Harmonix, Rock Band, Rock Band 2 and all related titles and logos are trademarks of Harmonix Music Systems, Inc., an MTV Networks company. Rock Band, Rock Band 2, and The Beatles: Rock Band are developed by Harmonix Music Systems, inc. MTV: Music Television, MTV Games and all related titles and logos are trademarks of MTV Networks, a division of Viacom International Inc. EA, EA SPORTS, EA Mobile and POGO are trademarks or registered trademarks of Electronic Arts, Inc. in the U.S. and/or other countries. Guitar Hero is a registered trademark of Activision Publishing, Inc. Microsoft, Xbox and Xbox 360 are trademarks of the Microsoft group of companies. "PlayStation" "PLAYSTATION" and the "PS" Family logo are registered trademarks of Sony Computer Entertainment America Inc. Wii is a trademark of Nintendo. All other marks are the property of their respective owners.

'Höfner ' and the design of the Höfner bass guitar are the trademarks of KARL HÖFNER GmbH & Co. KG, Germany. All rights reserved.

Ludwig is a registered trademark of Conn-Selmer, Inc.

Rickenbacker, the Triangular Name Crescent Design, and logotypes are among the trademarks and service marks in the United States and other countries of Rickenbacker International Corporation.

GRETSCH, BIGSBY, and DUO JET are the trademarks of Fred W. Gretsch Enterprises, Ltd. and used herein under license. All rights reserved.

The photo of The Beatles from "A Hard Day's Night" is part of the private collection of, and appears courtesy of, Mr. Bruce A. Karsh.

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. – 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