

*****MEDIA ALERT*****



**“All You Need Is Love” Coming As Downloadable Content to
The Beatles: Rock Band Music Store for Wii™ and PlayStation®3**

New York – Feb. 11, 2010 – Apple Corps, Ltd., 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 announced that The Beatles’ track “All You Need Is Love” will be available for purchase as downloadable content in [The Beatles™: Rock Band™](#) Music Store for Wii™ system on Feb. 16, 2010, and PlayStation®3 computer entertainment system on March 4, 2010.

“All You Need Is Love” was released exclusively in *The Beatles: Rock Band* Music Store for Xbox 360™ video game and entertainment system from Microsoft simultaneously with the game’s launch in September 2009. As previously announced, Apple Corps Ltd, MTV Games, Harmonix and Microsoft donated proceeds from the sales of the downloadable track to Doctors Without Borders/Médecins Sans Frontières (MSF), generating more than \$200,000 for the charity organization.

Available for Wii (Feb. 16):

Track: “All You Need Is Love”

Price: \$2.00 US (200 Wii Points™ US / UK / EU)

Available for PlayStation3 System (Mar. 4):

Track: “All You Need Is Love”

Price: \$1.99 US / £.99 UK / €1.49 EU

“All You Need Is Love” and other downloadable content for *The Beatles: Rock Band* is available for purchase on Xbox LIVE, PlayStation®Network and via the in-game *The Beatles: Rock Band* Music Store for Wii™ using Wii Points purchased through the Wii™ Shop Channel.

The Beatles: Rock Band offers players an unprecedented, experiential progression through the music and artistry of The Beatles and is available for Xbox 360, PlayStation3 system and Wii. The game is compatible with all *The Beatles: Rock Band* and *Rock Band™* instrument controllers, as well as most Guitar Hero® and other authorized third-party music video game peripherals and microphones.

The Beatles: Rock Band marks the first time that Apple Corps, along with EMI Music, Sony/ATV Music Publishing, Harrisongs Ltd and Startling Music Ltd has presented The Beatles music in an interactive video game format. *The Beatles: Rock Band* is 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 Inc. (NASDAQ: ERTS) serves as distribution partner for the game. In addition, Giles Martin, co-producer of The Beatles’ innovative LOVE album project, provided his expertise and served as Music Producer for this groundbreaking Beatles project.

The Beatles: Rock Band is rated “T” for Teen with the descriptors “Mild Lyrics” and “Tobacco Reference” by the ESRB.

For more information on *The Beatles: Rock Band*, please visit <http://www.thebeatlesrockband.com/press>.

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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 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, is 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>.

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