

FINAL FOR RELEASE – TUESDAY, MAY, 5TH:



**MTV GAMES, HARMONIX AND EA UNVEIL REPLICAS
RICKENBACKER AND GRETSCH GUITAR INSTRUMENT
CONTROLLERS FOR *THE BEATLES™: ROCK BAND™***

The Beatles: Rock Band Pre-Order Club Goes Live Today, May 5th

New York – May 5, 2009 – Harmonix Music Systems, the leading developer of music-based games, and MTV Games, a part of Viacom's MTV Networks (NYSE: VIA, VIA.B), along with distribution partner Electronic Arts Inc. (NASDAQ: ERTS), announced today that replica Rickenbacker 325 and Gretsch Duo Jet™ guitars will be made available as standalone music peripheral controllers for [The Beatles: Rock Band](#). In addition, **The Beatles: Rock Band Pre-Order Club** also goes live today in the U.S. and Canada¹ giving fans exclusive news and access to exclusive game elements from the eagerly awaited game set for release worldwide on 9/9/09.

The Rickenbacker 325 and Gretsch Duo Jet guitars are hailed as two of the signature, most celebrated instruments played by John Lennon and George Harrison throughout their careers, respectively. They will be made available for MSRP \$99.99 in the U.S. and in continental Europe for MSRP €99.99 and for MSRP £89.99 in the UK. These wireless instrument controllers join the previously announced Höfner bass controller, a large-scale replica of the bass famously used by Sir Paul McCartney, and the Ringo Starr inspired and Ludwig-branded Rock Band 2 drums, with a classic pearl finish and vintage replica Beatles kick drum head. All controllers will be available for the Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION® 3, Wii™ and will be compatible with all Rock Band titles.

Also announced, **The Beatles: Rock Band Pre-Order Club** officially goes live today. 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 elements². For a list of participating retailers or to learn more about **The Beatles: Rock Band Pre-Order Club**, please visit www.thebeatlesrockband.com.

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™ system from Nintendo on Sept. 9, 2009, the game will be compatible with all *Rock Band* instrument

¹ **The Beatles: Rock Band Pre-Order Club** in Europe is slated to go live later this month. Consumers should check with their local EU retailers with regards to exact launch dates.

² If you have already preordered **The Beatles: Rock Band**, you will still be given a code to join beginning on May 5 or any time before game launch.

controllers, as well as most Guitar Hero® and other third party music video game peripherals and microphones.

For *The Beatles: Rock Band* standalone guitar front of box art, please visit www.mtvpress.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.

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. 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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