

FOR IMMEDIATE RELEASE

THE BEATLES™ ROCKBAND™

**MTV Games and Harmonix Release *Sgt. Pepper's Lonely Hearts Club Band*
As Second Downloadable Album
For *The Beatles™: Rock Band™* On November 17th**

New York – November 13, 2009 – 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 The Beatles' album *Sgt. Pepper's Lonely Hearts Club Band* (1967) will be available in its entirety for purchase and playable as downloadable content in *The Beatles™: Rock Band™* Music Store starting November 17, 2009.

Sgt. Pepper's Lonely Hearts Club Band becomes the second full album from The Beatles to hit *The Beatles: Rock Band* Music Store since the video game's launch on September 9, 2009. Last month MTV Games and Harmonix released *Abbey Road* (1969) as the first full downloadable album for use in the game. Additionally, "All You Need Is Love," the first downloadable track available for the game, has shown similar success with more than 100,000 downloads to date on XboxLIVE® online entertainment network and all Apple Corps Ltd., MTV Games, Harmonix and Microsoft proceeds benefiting Doctors Without Borders/Médecins Sans Frontières (MSF).

With "Sgt. Pepper's Lonely Hearts Club Band," "With A Little Help From My Friends," "Lucy In The Sky With Diamonds," "Getting Better," and "Good Morning Good Morning" already included on *The Beatles: Rock Band* game disc, players will now be able to play songs from, and complete, the entire *Sgt. Pepper's Lonely Hearts Club Band* album.

Available for Xbox 360® video game and entertainment system from Microsoft (Nov. 17) and PlayStation®3 System (Nov. 19):

Individual *Sgt. Pepper's Lonely Hearts Club Band* singles: "Fixing A Hole," "She's Leaving

Home,” “Being For The Benefit of Mr. Kite!,” “Within You Without You,” “When I’m Sixty-Four,” “Lovely Rita,” “Sgt. Pepper’s Lonely Hearts Club Band (Reprise)” and “A Day In The Life.”

Price: \$1.99 USD, £.99 UK, €1.49 EU (160 Microsoft Points for Xbox 360) per each individual track

The “Complete The Album Pack” features:

***Sgt. Pepper’s Lonely Hearts Club Band* singles:** “Fixing A Hole,” “She’s Leaving Home,” “Being For The Benefit of Mr. Kite!,” “Within You Without You,” “When I’m Sixty-Four,” “Lovely Rita,” “Sgt. Pepper’s Lonely Hearts Club Band (Reprise)” and “A Day In The Life.”

Price: \$13.49 USD, £7.49, €8.99 (1080 Microsoft Points for Xbox 360) for “Complete The Album Pack”

Available for Wii (Nov. 17):

Individual *Sgt. Pepper’s Lonely Hearts Club Band* singles: “Fixing A Hole,” “She’s Leaving Home,” “Being For The Benefit of Mr. Kite!,” “Within You Without You,” “When I’m Sixty-Four,” “Lovely Rita,” “Sgt. Pepper’s Lonely Hearts Club Band (Reprise)” and “A Day In The Life.”

Price: \$2.00 USD (200 Wii Points™) per each individual track

As previously announced the complete *Rubber Soul* (1965) album will be released as downloadable content in December. *The Beatles: Rock Band* downloadable content is available for purchase on the 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, PlayStation®3 computer entertainment system and Wii™ console from Nintendo. 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, Harryson 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*, as well as new art and video assets, 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 400 digital media properties worldwide, and includes [MTV](#), [VH1](#), [CMT](#), [Logo](#), [HarmonixNickelodeonNick at Nite](#), [Nick Jr.](#), [TeenNick](#), [AddictingGames](#), [Neopets](#), [COMEDY CENTRAL](#), [SPIKE](#), [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 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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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.

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