

****MEDIA ALERT ** PHOTO OP ** MEDIA ALERT ****



ROCK BAND AVAILABLE STARTING AT MIDNIGHT, NOVEMBER 20TH AT SELECT BEST BUY STORES NATIONWIDE AND THE MTV STORE IN NYC'S TIMES SQUARE

Fans Wait in Line to Be the First to Own Highly Anticipated Music Videogame for Xbox 360 and PLAYSTATION 3 System

What: Harmonix, MTV Games and EA along with Best Buy will celebrate the launch of the most anticipated videogame of 2007 – ***Rock Band!*** The full band experience will be on-display as fans rock out cooperatively on drums, vocal and lead/bass guitar, playing music from the biggest and best music artists in rock history!

For more information on Rock Band please visit RockBand.com

Hollywood Event:

Rock Band band **Hellanor Brozevelt**, winner of the nationwide 2007 Mobile Truck Tour “***Rock Band*** Battle of the Bands” and recent performers on MTV’s TRL, will play a concert at 12am (Midnight), Tuesday November 20th at the Best Buy West Hollywood store (#393), 1015 N. La Brea Avenue, West Hollywood, CA 90038

When: Best Buy pre-launch events start: TBD by location, approximately 10pm
Product On-Sale Time: 12 am, November 20, 2007

NYC Event: The MTV Store
1515 Broadway
New York, NY 10036
12:00AM-2:00AM

Photo Ops: * Long line of fans lining up to buy their long-awaited ***Rock Band Special Edition Bundle*** (Drums, microphone, guitar and software)
* On-site demos where fans will play ***Rock Band*** and rock out!
* Customers carrying out their ***Rock Band*** bundle box (20 lbs, 1.5’ x 3’)

Where: Over 75 Best Buy stores nationwide listed below will have midnight launch events including:

ARIZONA:
Phoenix, Arizona

ARKANSAS:
Rogers, Arkansas
Fayetteville, Arkansas

CALIFORNIA:
City of Industry, California
West Los Angeles, California
Riverside, California
Murrieta, California
San Bernardino, California
West Hollywood, California
Sherman Oaks, California
San Francisco, California

COLORADO:
Denver, Colorado
Lone Tree, Colorado

CONNECTICUT:
W. Hartford, Connecticut

FLORIDA:
Regency Mall, Florida
Sawgrass, Florida
Dadeland, Florida
Waterford Lakes, Florida
South Tampa, Florida

GEORGIA:
Buckhead, Georgia

ILLINOIS:
Schaumburg, Illinois

INDIANA:
Greenwood, Indiana

IOWA:
Des Moines, Iowa
Jordan Creek, Iowa

KANSAS:
Lawrence, Kansas
Manhattan, Kansas

Olathe, Kansas
Topeka, Kansas

KENTUCKY:
Hamburg Pavillion,
Kentucky
Lexington, Kentucky
Bowling Green, Kentucky

LOUISIANA:
Veterans Boulevard (New
Orleans), Louisiana

MARYLAND:
Waldorf, Maryland

MASSACHUSETTS:
Seekonk, Massachusetts
Watertown, Massachusetts

MICHIGAN:
Madison Heights/Troy, MI

MINNESOTA:
Apple Valley, Minnesota
Richfield, Minnesota
St. Cloud, Minnesota
Coon Rapids, Minnesota
Roseville, Minnesota
Eden Prairie, Minnesota

MISSOURI:
Joplin, Missouri
Mid Rivers Mall, Missouri

NEW JERSEY:
Secaucus, New Jersey
Deptford, New Jersey

NEW YORK:
Westbury, New York
South Setauket, New York
Midtown, New York City

NEBRASKA:
Omaha, Nebraska
West Omaha, Nebraska

NEVADA:
Henderson, Nevada

NORTH CAROLINA:
Cary, North Carolina

NORTH DAKOTA:
Fargo, North Dakota

OHIO:
Florence, Ohio
Mentor, Ohio
Reynoldsburg, Ohio
Tuttle Crossing, Ohio

OKLAHOMA:
Oklahoma City, Oklahoma
Norman, Oklahoma
Tulsa, Oklahoma

PENNSYLVANIA:
Erie, Pennsylvania
Whitehall, Pennsylvania
South Hills, Philadelphia,
Pennsylvania

RHODE ISLAND:
Warwick, Rhode Island

TEXAS:
Galleria, Texas
North Irving, Texas
Plano, Texas
Willowbrook, Texas

VIRGINIA:
Virginia Beach, Virginia
Sterling, Virginia

WASHINGTON:
Bellevue, Washington

WISCONSIN:
Madison, Wisconsin
Southridge, Wisconsin
Green Bay, Wisconsin

Contact: Tracie Snitker
Reverb Communications
Tracie@reverbinc.com
209-586-1495 x104
Cell: 202-251-4496

Jeff Castaneda
MTV Communications
jeff.castaneda@mtvstaff.com
(212) 846-6774