

For Immediate Release

ROCK BAND Media Alert

ROCK BAND™ CELEBRATES THE SPIRIT OF MUSIC WITH SOUTH BY SOUTHWEST DLC FEATURING SERJ TANKIAN, PARAMORE & BLACK TIDE FOR \$.99 A TRACK!!!

Rock Band Rocks SXSW at the Hot Topic/ Xbox LIVE / Rock Band party at La Zona Rosa on March 13th and 14th

To celebrate the artistic passion of the annual South by Southwest Festival (SXSW), Harmonix and MTV Games are offering a special **Rock Band™** SXSW DLC Pack starting on March 11th. The SXSW DLC Pack features three hot tracks - "Shockwave" by Black Tide, "Crushcrushcrush" by the pop-punk quintet Paramore and art-metal man Serj Tankian's "Beethoven's C***," each for a limited time price of \$0.99 per track.

All three bands will be rocking SXSW at the Hot Topic/ Xbox LIVE / Rock Band party at La Zona Rosa (located at 612 West 4th Street Austin, TX 78701) on March 13th and 14th. In addition to the Black Tide, Paramore and Serj Tankian performances, festival attendees will be able to play Rock Band and check out bands such as Flyleaf, Phantom Planet, Chiodos, Drop Dead Gorgeous, and Paramore. SXSW is one of the largest music festivals in the United States attended by music industry tastemakers and journalists, and more than 1,400 performers playing dozens of venues around Austin, TX from March 12-16, 2008. Details are as follows:

Release date: Tuesday, March 11, 2008 (Xbox LIVE® Marketplace)
Thursday, March 13, 2008 (PLAYSTATION®Store)

Tracks:

Black Tide	<i>Shockwave</i>
Paramore	<i>crushcrushcrush</i>
Serj Tankian	<i>Beethoven's C***</i>

*** (All three tracks utilize the original master recordings)***

Price: \$0.99 (80 Microsoft Points for Xbox 360®) per track for a limited time

Locations: Xbox LIVE® Marketplace for Xbox 360 and PLAYSTATION®Store

** Dates for Rock Band game tracks are tentative and subject to change **

In addition to the 58 songs that come packaged with **Rock Band**, Harmonix and MTV have been offering a robust calendar of new downloadable content every week including packs, full albums and individual tracks to satiate the desire for constantly refreshed **Rock Band**

content. The weekly content has delivered not only mega-star and classic rock acts to **Rock Band**, this new distribution method for music has seen fans and gamers also embracing developing artists.

Rock Band allows online play and features that expand the boundaries of music gaming. **Rock Band** downloadable content is playable and integrated into setlists in all game modes including: Solo Tour, Band World Tour, head-to-head competition either locally or online, and from any Quickplay mode. In order to play downloadable content for head-to-head matches or multiplayer online, all players must own the same downloadable track. Downloadable content for the Xbox 360 video game and entertainment system from Microsoft will be available for purchase via Xbox LIVE Marketplace using Microsoft Points and is downloaded directly to Xbox 360's built in hard drive. Downloadable content for the PLAYSTATION 3 computer entertainment system's version of Rock Band will be available for purchase on the PLAYSTATION®Store through the free PLAYSTATION Network and is downloaded directly to PLAYSTATION 3 system's built in hard drive.

Rock Band is rated "T" for Teen (lyrics, mild suggestive themes) by the ESRB.

For more information on Rock Band and Harmonix Music Systems please visit www.rockband.com and www.harmonixmusic.com.

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