

ROCK BAND Media Alert

ROCK BAND® ADDS SOME INTERNATIONAL FLAVOR WITH TRACKS FROM PLATERO Y TU, TOKIO HOTEL AND MORE TO THE DOWNLOADABLE MUSIC STORE CATALOG

Harmonix and MTV Games announced today the addition of nine new tracks to the **Rock Band® Music Store** catalog of downloadable content including an impressive lineup of music from International artists for **Rock Band** fans to enjoy.

Next week's offering includes Finnish black metal band, Children of Bodom's, "*Are You Dead Yet?*," "*Tutto E' Possibile*" from Italian punk band Finley, "*Hay Poco Rock N' Roll*" from Spanish artist Platero y Tu. German band Tokio Hotel offers up its second track to the **Rock Band** music catalog with "*Ready, Set, Go.*" The band's hit song "*Monsoon*" was released as downloadable content in May. Also, new wave UK band Squeeze gives **Rock Band** players access to one of the band's most recognized songs, "*Tempted.*" Squeeze's hit single "*Cool For Cats*" is featured on the **Rock Band 2** soundtrack.

EMO band All-American Rejects adds another track to the **Rock Band** music catalog of downloadable content next week. "*Real World,*" from the band's latest album *When the World Comes Down*, will become the third All-American Rejects song to join the catalog. "*Dirty Little Secret*" and "*Move Along*" were released to the music store in February.

The lineup will also include teen pop singer Miranda Cosgrove's, "*Headphones On*" and two tracks from The Naked Brothers Band, "*Body I Occupy*" and "*I Don't Want To Go To School.*"

Each track will be available starting December 2, 2008, for the Xbox®360 video game and entertainment system from Microsoft and December 4, 2008, for PLAYSTATION®3 computer entertainment system. Each individual track will be available for \$1.99 (160 Microsoft Points). The Naked Brothers Band tracks will be \$.99 (80 Microsoft Points) and the Miranda Cosgrove track will be free.

Release date: Tuesday, December 2, 2008 (Xbox LIVE Marketplace for Xbox 360)
Thursday, December 4, 2008 (PlayStation®Store)

Tracks:	Children of Bodom	"Are You Dead Yet?"
	Finley	"Tutto E' Possibile"
	Platero y Tu	"Hay Poco Rock N' Roll"
	Squeeze	"Tempted"
	Tokio Hotel	"Ready, Set, Go"
	All-American Rejects	"Real World"
	Miranda Cosgrove	"Headphones On"
	The Naked Brothers Band	"Body I Occupy"
	The Naked Brothers Band	"I Don't Want To Go To School"

Price: \$1.99 (160 Microsoft Points for Xbox 360) per track

\$.99 (80 Microsoft Points for Xbox 360) The Naked Brothers Band tracks
Free (Miranda Cosgrove "Headphones On")

(All tracks are original master recordings)

Locations: Xbox LIVE Marketplace for Xbox 360 and PlayStation®Network

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

With the addition of these tracks there are now more than 450 tracks available to date via disc and download purchase (complete list of tracks at www.rockband.com/music). **Rock Band** continues to fly off shelves and satisfy music fans and gamers' voracious appetite for rock with more than 26 million downloads since its launch on November 20, 2007. The **Rock Band** Music Store allows players to preview and purchase downloadable individual music tracks and packs from the vast selection of offerings available to date without ever leaving the game as they build their own custom **Rock Band** library.

Rock Band and **Rock Band 2** allow 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. 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 Xbox 360 is available for purchase via Xbox LIVE® Marketplace for Xbox 360 using Microsoft Points and is downloaded directly to the hard drive of Xbox 360. Downloadable content for the PLAYSTATION 3 system's version of **Rock Band** is 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 2 for Xbox 360 and PLAYSTATION 3 system is now available nationwide and supports all previously downloaded content. The groundbreaking music platform that forever changed the face of music video games is committed to taking gaming to the next level with the evolution of the franchise. **Rock Band 2** will be available for additional platforms later this year.

Rock Band and **Rock Band 2** are rated "T" for Teen (lyrics, suggestive themes) by the ESRB.

For more information on **Rock Band 2** and Harmonix Music Systems please visit www.rockband.com and www.harmonixmusic.com

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About MTV Networks

MTV Networks, a part of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 150 channels worldwide, owns and operates the following television programming services - MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN/THE N, VH1 CLASSIC, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 300 interactive properties worldwide, including

online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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

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 2007, EA posted revenue of \$3.09 billion and had 24 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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