



## **\*\* ROCK BAND MEDIA ALERT \*\***

# **LADY GAGA MAKES HER DEBUT ON *ROCK BAND* WITH A HOT FOUR PACK!**

*PLUS A SPECIAL COMEDY CENTRAL® SOUTH PARK VERSION OF "POKER FACE"*

*MTV NETWORKS CELEBRATING DEBUT ACROSS CHANNELS*

**Cambridge, Mass. – March 9, 2009** – Harmonix and MTV Games today announced that a four pack of songs from pop sensation Lady Gaga, as well as a special Lady Gaga cover by COMEDY CENTRAL's *South Park's* own Eric Cartman will be added next week to the *Rock Band* Music Store of downloadable content for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Wii™.

Lady Gaga joins the more than 400 artists currently available through the *Rock Band* platform. With more than 1,100 songs available, *Rock Band* is, without question, the industry leader in providing the best selection of interactive musical content, songs and artists.

### **Rock Band DLC Additions for Xbox 360, PlayStation 3 System and Wii**

Musical maven and international fashionista Lady Gaga makes her *Rock Band* debut next week with a four pack of songs from both her Grammy® Award-winning and Diamond-certified album *The Fame* and her latest release *The Fame Monster*. Lady Gaga became the first artist in Billboard history to chart four No. 1 singles when her smash single "Paparazzi" reached No. 1 in 2009. Recently named creative director for a specialty line of Polaroid® products, Lady Gaga has proven herself to be an innovative powerhouse outside the music realm as well.

"Lady Gaga Pack 01" will include "Bad Romance," "Just Dance," "Monster" and "Poker Face" and will be available for purchase as "Lady Gaga Pack 01" as well as individual tracks on Xbox 360 and PlayStation 3 system, and as individual tracks only on Wii. Lady Gaga is touring Europe and the United States this spring and fall, as part of her successful Monster Ball tour. For more information on tour dates, please visit [www.ladygaga.com](http://www.ladygaga.com).

Additionally, a special version of Lady Gaga's "Poker Face," made famous by *South Park's* Eric Cartman, will also be available in the *Rock Band* Music Store next week. The track first appeared in the "Whale Whores" episode which will re-air on COMEDY CENTRAL March 16 at 10:30 p.m. ET/PT.

The 14<sup>th</sup> season of COMEDY CENTRAL's Emmy and Peabody Award-winning series *South Park* premieres Wednesday, March 17 at 10:00 p.m. ET/PT.

MTV Networks is celebrating Lady Gaga's debut in *Rock Band* across its television channels, including the following:

- MTV: "Bad Romance" video rotation during music hours, 30-minute Lady Gaga video blocks on MTV Hits, the debut of Lady Gaga's new video "Telephone," a collaboration with Beyonce, and an airing of the Lady Gaga episode of *America's Best Dance Crew* March 16 (also on MTV2)
- Palladia: Airings of Lady Gaga performance specials including, *London Live* (airing March 10, 13, 16, 21 and 24), *VFest* (March 20 and 26) and the *2009 MTV Video Music Awards* (March 19 and 20)
- Logo: An airing of *London Live* and *NewNowNext PopLab Lady Gaga Edition* (March 16)

**Price:** \$1.99 USD, £.99 UK, €1.49 EU (160 Microsoft Points for Xbox 360) per track  
\$6.99, £3.49 UK, €5.29 EU (560 Microsoft Points for Xbox 360) for  
"Lady Gaga Pack 01"  
\$2.00 USD (200 Wii Points™) per track

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

*Rock Band 2* is available for Xbox 360, PlayStation 3 system, PlayStation®2 computer entertainment system and Wii system. Xbox 360, PlayStation 3 system and Wii versions support downloadable content.

Downloadable content for Wii is purchased via the in-game *Rock Band* Music Store using Wii Points™ purchased through the Wii™ Shop Channel and can be downloaded to the system memory or to an SD card for additional storage. The tracks stream directly from the SD card for seamless play.

With these additions, there are now 1,119 tracks available to date via disc and download purchase (complete list of tracks at [www.rockband.com/music](http://www.rockband.com/music)). *Rock Band* continues to satisfy music fans' and gamers' voracious appetite for rock with more than 65 million paid downloads since its launch Nov. 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* are rated "T" for Teen (lyrics, suggestive themes) by the ESRB. Music downloads are not rated by the ESRB.

For more information on *Rock Band 2* and Harmonix Music Systems please visit [www.rockband.com](http://www.rockband.com) and [www.harmonixmusic.com](http://www.harmonixmusic.com).

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