

MTV Games and Harmonix Offer *Rock Band*™ Special Edition Bundle for PlayStation®2 System at \$99.99 for a Limited Time

New York, NY - June 13, 2008 - Harmonix, the leading developer of music-based games, and **MTV Games**, a part of Viacom's MTV Networks (NYSE: VIA, VIA.B), along with marketing and distribution partner **Electronic Arts Inc.** (NASDAQ: ERTS), announced today that for a limited time ***Rock Band*™ Special Edition Bundle** for the PlayStation®2 computer entertainment system is available for a MSRP of \$99.99 at participating retailers. ***Rock Band*** instrument controllers for PlayStation 2 system are compatible with the PLAYSTATION®3 computer entertainment system.

"For a limited time this promotion will provide music fans and casual gamers the chance to experience the Harmonix masterpiece *Rock Band* at an extremely affordable price," said Bob Picunko, Vice President of Electronic Games and Interactive Products for MTV. "This is a great value for a Father's Day gift, a graduation party or summer vacation."

The ***Rock Band Special Edition Bundle*** for the PlayStation 2 system features a wireless Fender® Stratocaster® guitar controller, electronic drum kit, real drum sticks, microphone, USB hub and ***Rock Band*** software. In addition, ***Rock Band Track Pack™ Volume 1*** for the PlayStation 2 system and Wii™ home video game system from Nintendo will be available on July 15, 2008, for a MSRP of \$29.99. The 20-song pack features an electrifying mix of classic hits and current favorites, including songs by Boston, NIN, Stone Temple Pilots, and 30 Seconds to Mars.

Rock Band is the ultimate platform for music fans and gamers challenging players to put together a band and tour for fame and fortune, while mastering lead/bass guitar, drums and vocals. Featuring the most master recordings than any other music game, ***Rock Band*** features some of the world's biggest rock artists and spans every genre of rock ranging from alternative and classic rock to heavy metal and punk.

Rock Band has garnered more than 40 awards, including Game Critics Award: Best of Show E3 2007 and three awards at The 11th Annual Interactive Achievement Awards including Outstanding Innovation in Gaming, Family Game of the Year, and Outstanding Achievement in Soundtrack.

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

EA is the exclusive distribution and marketing partner for ***Rock Band***.

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

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About MTV Networks

MTV Networks, a unit 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 2008, EA posted GAAP net revenue of \$3.67 billion and had 27 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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