

FOR IMMEDIATE RELEASE

MTV Games, Harmonix and EA Announce *Rock Band*[®] *Country Track Pack*[™] Available Now in North America

Cambridge, MA – July 22, 2009 -- Harmonix, the leading developer of music-based games, and MTV Games, a part of Viacom's MTV Networks, (NYSE: VIA, VIA.B), along with distribution partner Electronic Arts Inc. (NASDAQ: ERTS), today announced the release of *Rock Band*[®] *Country Track Pack*[™], the first *Rock Band* game focused exclusively on country music. The standalone software is available now at retail stores nationwide for the Xbox 360[®] video game and entertainment system from Microsoft, PLAYSTATION[®]3 computer entertainment system, PlayStation[®]2 computer entertainment system and Wii[™] system. The suggested retail price for *Rock Band Country Track Pack* is \$29.99.

Featuring 21 tracks from some of country's biggest artists, such as Willie Nelson, Alan Jackson, Kenny Rogers, Kenny Chesney, Jason Aldean and Shania Twain, *Rock Band Country Track Pack* is a standalone software product that allows owners of [Rock Band](#)[®] and [Rock Band](#)[®] 2 to keep the party going with a whole new setlist. (To view a full list of tracks please click [here](#).) Thirteen of the on-disc tracks are brand new to the *Rock Band* platform and will be exclusive to the *Rock Band Country Track Pack* disc for a limited time before joining the [Rock Band Music Store](#) as downloadable content, including music from Keith Urban, Martina McBride, Montgomery Gentry, Sara Evans and more.

In addition, *Rock Band Country Track Pack*, like all *Rock Band* software, is compatible with all *Rock Band* controllers, as well as most Guitar Hero[®] and authorized third-party controllers and microphones.

Fans who buy the *Rock Band Country Track Pack* for Xbox 360 or PLAYSTATION 3 system can play directly from the disc or download the songs onto their consoles' hard drives through a free offer with Xbox LIVE[®] online entertainment network or the PlayStation[®]Network. Once downloaded, the songs will automatically appear in the player's custom *Rock Band* library and can be integrated into setlists and played in all game modes. With more than 700 tracks available in the *Rock Band* music catalogue and regular releases of downloadable content every week, *Rock Band Country Track Pack* is yet another way music-lovers can continue to expand and customize their music libraries.

The *Rock Band* franchise is the ultimate platform for music fans and gamers to interact with music like never before. The game challenges players to put together a band and tour for fame and fortune – all while learning to master lead/bass guitar, drums and vocals. Featuring the most master recordings of any music game ever by the world's biggest rock artists, the *Rock Band* music catalogue includes tracks that span every genre of rock, ranging from alternative and classic rock, to heavy metal and punk.

Rock Band Country Track Pack is rated "E10+" for Everyone 10+ with a descriptor of Lyrics by the ESRB. *Rock Band* and *Rock Band 2* are currently available for Xbox 360, PLAYSTATION 3 and PlayStation 2 systems and Wii.

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 division of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of entertainment content, with brands that engage and connect diverse audiences across television, online, mobile, games, virtual worlds and consumer products. The company's portfolio spans more than 150 television channels and 350 digital media properties worldwide, and includes MTV, VH1, CMT, Logo, Harmonix, Nickelodeon, Nick at Nite, Noggin, The N, AddictingGames, Neopets, COMEDY CENTRAL, Spike TV, TV Land, Atom, Gametrailers and Xfire.

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 a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA™, EA SPORTS™, EA Mobile™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 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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