

## FOR IMMEDIATE RELEASE

### MTV Games and Harmonix Launch *Abbey Road* as the First Full Playable Album Available For Download For *The Beatles™: Rock Band™*

New York – October 19, 2009 – Apple Corps, Ltd., MTV Games and Harmonix, the world’s leading developer of music-based games and a part of Viacom’s MTV Networks (NYSE: VIA, VIA.B), today announced the launch of *Abbey Road* (1969) as the first Beatles album to be available for purchase and playable as downloadable content in [The Beatles™: Rock Band™](#) Music Store.

With “Come Together,” “Something,” “Octopus’s Garden,” “I Want You (She’s So Heavy),” “Here Comes The Sun” and “The End” already included on *The Beatles: Rock Band* game disc, players will now be able to play songs from and complete the entire *Abbey Road* album.

#### **Available for Xbox 360 (Oct. 20) and PlayStation 3 System (Oct. 22)<sup>1</sup>:**

**Individual *Abbey Road* singles:** “Maxwell’s Silver Hammer,” “Oh! Darling,” and “Because”  
**Price:** \$1.99 USD, £.99 UK, €1.49 EU (160 Microsoft Points for Xbox 360) per each individual track

#### **The “Complete The Album Pack” features:**

- ***Abbey Road* singles:** “Maxwell’s Silver Hammer,” “Oh! Darling,” and “Because”
- **The entire *Abbey Road* B-side 16 minute medley** that includes: “You Never Give Me Your Money,” “Sun King,” “Mean Mr. Mustard,” “Polythene Pam,” “She Came in Through the Bathroom Window,” “Golden Slumbers,” “Carry That Weight” and “The End”
- Additionally, the following songs from *Abbey Road* can also be played as 1-to-3-song sets, based on how they were recorded / composed:
  - “You Never Give Me Your Money”
  - “Sun King”/ “Mean Mr. Mustard”
  - “Polythene Pam”/ “She Came in Through the Bathroom Window”
  - “Golden Slumbers”/ “Carry That Weight”/ “The End”\*
  - “Her Majesty”

**Price:** \$16.99 USD, £10.46 UK, €11.37 EU (1360 Microsoft Points for Xbox 360) for “Complete The Album Pack”

#### **Available for Wii (Oct. 20):**

**Individual *Abbey Road* singles:** “Maxwell’s Silver Hammer,” “Oh! Darling,” “Because,” and “You Never Give Me Your Money,” \* “Her Majesty”

**Price:** \$2.00 USD (200 Wii Points™) per each individual track

\*\$1.00 USD (100 Wii Points) for “Her Majesty”

#### **Multi-track sets:**

- “Sun King”/ “Mean Mr. Mustard”
- “Polythene Pam”/ “She Came in Through the Bathroom Window”
- “Golden Slumbers”/ “Carry That Weight”/ “The End”\*

**Price:** \$3.50 USD (350 Wii Points) per 2-Pack /

\* No additional cost for 3rd song “The End” as it is already included on game disc

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<sup>1</sup> *Abbey Road* downloads for the PlayStation3 in Europe will launch on Thursday, October 29<sup>th</sup>.

Additional Beatles albums that have been announced as upcoming downloadable content include *Sgt. Pepper's Lonely Hearts Club Band* (1967) in November and *Rubber Soul* (1965) in December. *The Beatles: Rock Band* downloadable content will be available for purchase on the Xbox®LIVE Marketplace for Xbox 360, PlayStation®Network and via the in-game *The Beatles: Rock Band* Music Store for Wii™ using Wii points purchased through the Wii Shop Channel.

*The Beatles: Rock Band* offers players an unprecedented, experiential progression through the music and artistry of The Beatles and is available for Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Wii™ console from Nintendo. The game is compatible with all *The Beatles: Rock Band* and *Rock Band*™ instrument controllers, as well as most Guitar Hero® and other authorized third-party music video game peripherals and microphones.

*The Beatles: Rock Band* marks the first time that Apple Corps, along with EMI Music, Sony/ATV Music Publishing, Harrisongs Ltd and Startling Music Ltd has presented The Beatles music in an interactive video game format. *The Beatles: Rock Band* is published by MTV Games and developed by Harmonix, the world's premier music video game company and creators of the best-selling *Rock Band*. Electronic Arts Inc. (NASDAQ: ERTS) serves as distribution partner for the game. In addition, Giles Martin, coproducer of The Beatles' innovative LOVE album project, provided his expertise and served as Music Producer for this groundbreaking Beatles project.

*The Beatles: Rock Band* is rated "T" for Teen with the descriptors "Mild Lyrics" and "Tobacco Reference" by the ESRB.

For more information on *The Beatles: Rock Band*, as well as art and video assets, please visit <http://www.thebeatlesrockband.com/press>.

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#### **About Apple Corps. Ltd.**

Apple Corps Ltd. was founded by The Beatles in 1968 to look after the group's own affairs. The London-based company has administered the catalogue of The Beatles releases of the 1960s that have sold to date more than 600 million records, tapes and CDs. Since the 1990s, Apple has piloted new Beatles projects that have become benchmarks for pioneering accomplishment and which have included The Beatles Anthology projects, the 28-million selling album *The Beatles 1* and *The Beatles LOVE* show and CD. Further information on The Beatles' projects can be found at [www.thebeatles.com](http://www.thebeatles.com).

#### **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 400 digital media properties worldwide, and includes [MTV](#), [VH1](#), [CMT](#), [Logo](#), [Harmonix](#), [Nickelodeon](#), [Nick at Nite](#), [Nick Jr.](#), [TeenNick](#), [AddictingGames](#), [Neopets](#), [COMEDY CENTRAL](#), [SPIKE](#), [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 ground-breaking 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](http://www.harmonixmusic.com).

**About Electronic Arts Inc.**

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](http://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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The photo of The Beatles from "A Hard Day's Night" is part of the private collection of, and appears courtesy of, Mr. Bruce A. Karsh.

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