



Harmonix, MTV Games and T-Mobile Name Anarbor the *Rock Band Network's* October "T-Mobile Artist-of-the-Month"

CAMBRIDGE, MA and NEW YORK, NY – Oct. 22, 2010 - Harmonix Music Systems and MTV Games, a part of Viacom's MTV Networks (NYSE: VIA, VIA.B), along with T-Mobile USA, Inc., the official mobile partner of the *Rock Band Network*, today announced that Phoenix-formed Anarbor are the *Rock Band Network's* October "T-Mobile Artist-of-the-Month".

"The members of Anarbor have played together and promoted themselves since middle school, garnering the attention of Hopeless Records and the Vans Warped Tour. The band is a true DIY example," said Cheryl Gehbauer, Senior Director of Music for MTV Games. "Anarbor's innovative spirit makes them a great fit for the *Rock Band Network's* October T-Mobile Artist-of-the-Month."

As the October "T-Mobile Artist-of-the-Month," Anarbor will be featured for one month in promotions throughout the *Rock Band Network* Music Store and on the official game website, <http://www.RockBand.com>, including the RBN content hub at <http://t-mobile.rockband.com>, a rich source of information about *Rock Band Network*, including Inside RBN, a source for consumers to discover new music, and Creators Club, a source for artist/authors/labels to find out more about the RBN authoring process.

Anarbor, composed of Slade Echeverria on vocals and bass, Adam Juwig on guitar, Mike Kitlas on guitar and Greg Garrity on drums, formed as a junior high band in Arizona in 2003 and have been going strong since. Seven years after their initiation, Anarbor released their first full-length, *The Words You Don't Swallow*, in April 2010 on Hopeless Records. The album features the single "Let The Games Begin," which is also featured in the *Rock Band Network*.

For more information about Anarbor and the T-Mobile Artist-of-the-Month Program, head to <http://t-mobile.rockband.com>.

About the *Rock Band Network*

The *Rock Band Network*, launched March 4, 2010, gives *Rock Band* fans and music lovers a new avenue to discover music and provides musicians and labels the opportunity to produce and promote tracks for the *Rock Band* platform. This ground-breaking initiative gives musicians, publishers and record labels the ability to author their original recordings into gameplay files to promote and sell their music as playable *Rock Band* tracks through the RBN Store.

Artists who submit songs for the *Rock Band Network* Music Store are able to choose from multiple pricing tiers for individual tracks and receive a royalty of 30 percent of the retail selling price (excluding tax) for every track purchased through the RBN Store. There are currently more than 630 songs available for purchase in the RBNStore from artists including Third Eye Blind, Seether, Drowning Pool, Five Finger Death Punch, Flight of the Conchords, Attack Attack!, Flogging Molly, Clutch, The Shins, The Hold Steady, The Main Drag, Bang Camaro, of Montreal, Jonathan Coulton, Band of Skulls, Apples in Stereo, Band of Horses and many more. There are more than 400 artists in the RBN pipeline, with additional tracks already on the way.

With more than 2,000* songs available on the *Rock Band* platform, the *Rock Band Network* Music Store has helped boost the number of available songs, further securing MTV Games and Harmonix's position as the leading provider of downloadable content for music-based video games.

For more information and official "T-Mobile Artist-of-the-Month" contest rules, please visit www.rockband.com/t-mobile

Artists interested in submitting their songs to *Rock Band Network*, please go to www.creators.rockband.com for more instructions on how to get involved.

*Available on-disc, via download and disc export. Internet connection and key purchase required. Wii has more than 1,500 song tracks available for purchase on the *Rock Band* platform on-disc, via song import, and download. Not applicable to Nintendo DS.

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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 T-Mobile

T-Mobile USA strives to help customers enrich their personal relationships and stay connected through wireless communications with their friends and family. The value of its plans, the breadth of its coverage, the reliability of its network, and the quality of its customer service are meant to help people stay connected with those most important in their lives. For more information about T-Mobile, visit <http://www.t-mobile.com>.

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