

ROCK BAND® SPECIAL EDITION BUNDLE NOW AVAILABLE FOR PLAYSTATION®2 AND Wii STARTING AT \$99

MTV Games and Harmonix give fans an early holiday present with new pricing for the #1 Best-Selling Title of 2008¹ Making it Even Easier to Start a Band and Rock the World This Holiday Season

CAMBRIDGE, MASS – November 13, 2008 – Just in time for the holidays, Harmonix, the world's leading developer of music-based games, MTV Games, a part of Viacom's MTV Networks (NYSE: VIA, VIA.B), and distribution partner Electronic Arts (NASDAQ: ERTS) today announced that the original **Rock Band Special Edition Bundle** is available for the PlayStation®2 computer entertainment system and Wii™ starting at \$99.99. The **Rock Band Special Edition Bundle** is also available for the Xbox 360® video game and entertainment system from Microsoft and PLAYSTATION®3 computer entertainment system and starting at \$139.99.

A must have-gift for any music or game fan, **Rock Band** is an all-new way for people to connect with the music they love in a social, interactive environment. The **Rock Band Special Edition Bundle** gives families and friends everything they need to start their own band - a microphone, Fender Stratocaster-modeled guitar controller and drum controller. **Rock Band** features an awe-inspiring line up of the most-loved rock music of all time - from classic rock and alternative to southern rock and metal including artists such as Rolling Stones, Metallica, The Police, The Clash, Foo Fighters, Radiohead and More.

Rock Band is the #1 title of 2008 year to date² by revenue according to NPD. **Rock Band** has garnered over 40 awards including the 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.

Rock Band® 2, is also now available on the Xbox 360 the PLAYSTATION 3 computer entertainment system, and will be available soon on the PLAYSTATION 2 computer entertainment system and the Wii. **Rock Band Special Edition Bundle** instruments are fully compatible with **Rock Band 2**. In addition, 55 of the 58 songs from the original **Rock Band** game disc are exportable into consumers **Rock Band 2** song library.³

For more information about **Rock Band**, please visit www.rockband.com or our press web site at <http://reverbinc.com/rockband2>

¹**Rock Band 1** (across all platforms – Xbox 360, PS3, PS2 and Wii) is the #1 title of 2008 year to date by revenue according to The NPD Group / Retail Tracking Service, Jan. 2008 - Oct. 2008.

² according to The NPD Group / Retail Tracking Service, Jan. 2008 - Oct. 2008

³ Online connection and title update download required. Owners of the original **Rock Band** will be able to export 55 of the 58 tracks from the original **Rock Band** disc for play in **Rock Band 2** on the PLAYSTATION 3 and Xbox 360. The following **Rock Band** disc tracks will not be available for export into **Rock Band 2**: * "Paranoid" as made famous by Black Sabbath, * "Run to the Hills" as made famous by Iron Maiden, and "Enter Sandman" by Metallica. (* Indicates a cover song, all other songs are original master recordings.) Nominal fee of \$4.99 (400 Microsoft Points) required for export of **Rock Band 1** soundtrack to compensate music licensors for expanded use.

About MTV Networks

MTV Networks, a division 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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