

MTV Games, Harmonix and EA Announce that *Rock Band*[™] is Available Nationwide Today!

CAMBRIDGE, MA – November 20, 2007 – *Harmonix*, the worldwide 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** (NASDAQ: ERTS), today announced that the *Rock Band*[™] **Special Edition Bundle** is now available at retail stores across America for the for Xbox 360® video game and entertainment system from Microsoft and PLAYSTATION®3 computer entertainment system.

Rock Band is an all-new 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, *Rock Band* includes 58 tracks and spans every genre of rock ranging from alternative and classic rock to heavy metal and punk. With multiple instruments and an impressive selection of online and offline game modes to choose from, with the ability to play as a band or individually, *Rock Band* offers an infinite number of ways to play each song and live out your ultimate rock and roll fantasies.

In addition to the 58 songs available on the game disc, Harmonix and MTV Games are offering a stellar first line-up of new downloadable content available at launch to satiate the desire for constantly refreshed *Rock Band* content and enable players to customize their game experience. The robust download calendar includes multi-song packs, full albums and individual tracks from some of rock and roll's biggest artists.

The *Rock Band Special Edition Bundle (Xbox 360 and PLAYSTATION 3 system)* features a Fender Stratocaster guitar controller, an electronic drum kit, real drum sticks, a microphone and software. The Xbox 360 bundle also comes with a USB hub for easy plug-in access for all instruments. Standalone *Rock Band* software is also available which supports a variety of 3rd-party instrument peripherals as well as enables owners to share peripherals with those who own the Special Edition bundle.

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

As previously announced, *Rock Band* is slated for release on the PlayStation®2 computer entertainment system on December 18, 2007 in North America. *Rock Band* will ship in Canada on December 17th for Xbox 360, PLAYSTATION 3 and PlayStation 2. *Rock Band* will ship in Europe for the Xbox 360® video game and entertainment system from Microsoft® and PLAYSTATION®3 computer entertainment system and PlayStation®2 computer entertainment system in the first quarter of 2008.

EA is the exclusive distribution and marketing partner for *Rock Band*, managing distribution for the game in US, Europe and Australia.

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 135 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, LOGO, 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 200 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 complements 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: <http://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 videogame systems, personal computers, cellular handsets and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA SPORTS BIG™ and POGO™. In fiscal 2006, EA posted revenue of \$2.95 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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Harmonix Media Contact:

Tracie Snitker
Reverb Communications
Tracie@reverbinc.com
(209) 586-1495 x104

MTV Contact:

Jeff Castaneda
MTV Communications

jeff.castaneda@mtvstaff.com
(212) 846-6774

EA Contact:
Bryce Baer
Electronic Arts
bbaer@ea.com
(650) 628-5102