

Harmonix and MTV Games Award-Winning *Rock Band* Goes Gold

Groundbreaking Music Video Game Has Gone Into Final Production and is Set to Take Center Stage on Xbox 360™ and PLAYSTATION®3 system on November 20th

Cambridge, Massachusetts- November 5, 2007 – Harmonix, the leading developer of music-based games, and MTV Games, a division of Viacom's MTV Networks (NYSE: VIA, VIA.B) along with distribution partner Electronic Arts (NASDAQ: ERTS), announced today that its highly anticipated music videogame *Rock Band*™ has gone gold, is in final production and manufacturing, and set for launch. The *Rock Band Special Edition Bundle* will be available in North America on Xbox 360™ video game and entertainment system from Microsoft® and PLAYSTATION®3 computer entertainment system November 20th for the suggested retail price of \$169.99. In addition *Rock Band* for PLAYSTATION®2 computer entertainment system will be in stores on December 18th for the suggested retail price of \$159.99.

"*Rock Band* is a true symbol of Harmonix's vision, dedication and passion for music and after two years of development, we are thrilled that *Rock Band* is finally ready to get in the hands of rock fans everywhere," said Alex Rigopolous, CEO of Harmonix. "We have a small army filling our warehouses with final product, ready for our November 20th ship date so players can fulfill their rock and roll aspirations. Now, our focus is putting together an amazing selection of downloadable music content for players so players can continue to further customize their *Rock Band* experience post launch."

Details on the *Rock Band Special Edition Bundle*:

- The Xbox 360 version of the *Rock Band Special Edition Bundle* will feature a wired drum kit, microphone and Fender Stratocaster guitar controller as well as a USB hub for easy plug-in access for all instruments.
- The PLAYSTATION 3 system version of the *Rock Band Special Edition Bundle* will feature a wired drum kit and microphone, as well as a wireless Fender Stratocaster guitar controller, which will be interoperable between the PlayStation 2 system and PLAYSTATION 3 system.
- The *Rock Band Special Edition Bundle* for the PlayStation 2 system will feature a wired drum kit, wired microphone, wireless Fender Stratocaster guitar controller and a USB hub.
- Suggested retail pricing for standalone *Rock Band* software for Xbox 360 and PLAYSTATION 3 system versions will be \$59.99.
- Standalone instrument peripherals for *Rock Band*, including a wireless guitar option for the Xbox 360, will be available at a later date to be announced.
- The standalone *Rock Band* software will support a variety of 3rd-party instrument peripherals as well as enable owners to share peripherals with those who own the Special Edition bundle.

Partnerships with instrument giants including Fender® Musical Instruments Corporation, Roland Corporation, BOSS, Ludwig, Line 6, Ernie Ball, Electro-Harmonix, Vic Firth, and Zildjian ensure authenticity of the look and feel of in-game play, while the *Rock Band*

instruments, including the Fender Stratocaster® guitar controller, are designed by real world musicians.

Rock Band will ship in Europe in the first quarter of 2008 for the Xbox 360 video game and entertainment system from Microsoft and PLAYSTATION 3 system and PLAYSTATION 2 system.

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

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

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. Built on unprecedented partnerships with artists, record labels and music publishers, the 58 tracks in **Rock Band** will span the full range of rock music and include original master recordings from the greatest songs and artists of all time. 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 programming and content across all media platforms. MTV Networks, with 130 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 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: <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 video game 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 2007, EA posted revenue of \$3.09 billion and had 24 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