

MTV GAMES, HARMONIX AND EA CONFIRM PLANS TO SHIP STANDALONE **ROCK BAND™** INSTRUMENTS TO U.S. RETAIL STORES

Music Fans and Gamers Prepare to Expand the Band, Rock the World

CAMBRIDGE, MA – January 24, 2008 – **Harmonix**, one of the world's leading developers of music-based games, and **MTV Games**, part of Viacom's MTV Networks (NYSE: VIA, VIA.B), along with distribution partner **Electronic Arts Inc.** (NASDAQ: ERTS), announced today that individual instrument peripherals for **Rock Band™** will start shipping to U.S. store shelves beginning on February 12th.

"The release of standalone instruments allows **Rock Band** musicians to enjoy the full **Rock Band** experience, including drum, microphone and guitar head-to-head modes, creating a whole new level of competitive fun," said Alex Rigopulos, CEO and co-founder, Harmonix. "We're also delivering a stand-alone wireless guitar solution for all versions of **Rock Band** as well as providing the opportunity for consumers to build their band one instrument at a time."

With standalone instrument peripherals being made available, players have the opportunity to expand the full **Rock Band** experience by competing in challenging play modes such as Microphone vs. Microphone, Drum vs. Drum and Guitar vs. Guitar. With instrument "versus" modes, gamers can battle against each other in "Score Duel" mode for the high score or in the challenging "Tug-O-War" mode, where giving the best performance is key. These exciting "versus" modes can be played locally or online and work with all **Rock Band** downloaded song tracks. In order to play downloadable content for head-to-head matches all players must own the same downloadable track. In addition, gamers can buy a new wireless standalone guitar to round out their **Rock Band** Special Edition Bundle or choose to build their band piece by piece through the purchase of individual software and instruments.

Rock Band Instrument Release Dates/Pricing:

- **Rock Band** Drum Kit (Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system, PlayStation®2 computer entertainment system) \$79.99 MSRP; February 12, 2008
- **Rock Band** Wireless Fender® Stratocaster Guitar Controller (Xbox 360, PLAYSTATION 3 system, PlayStation 2 system*) \$59.99 MSRP; April 1, 2008

Standalone **Rock Band** game software is currently available, as well as the **Rock Band Special Edition Bundle** featuring a Fender Stratocaster guitar controller, an electronic drum kit, real drum sticks, a microphone and software. The Xbox 360 and PlayStation 2 system bundles also come with a USB hub for easy plug-in access for all instruments.

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

Electronic Arts is the exclusive distribution and marketing partner for **Rock Band**.

*** Note: The Rock Band PlayStation guitar and drums work for both PlayStation 2 and PLAYSTATION 3 systems.**

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 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 one of the world's leading developers 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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