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Harmonix, MTV Games and T-Mobile Name Indie-Pop Outfit The Main Drag the *Rock Band Network's* May "T-Mobile Artist-of-the-Month"

CAMBRIDGE, MA and NEW YORK, NY – May 24, 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 Boston-based indie electro-pop outfit The Main Drag are the *Rock Band Network's* May "T-Mobile Artist-of-the-Month".

"The Main Drag's melodies, hooks and DIY approach make them a great choice for May's T-Mobile Artist-of-the-Month," said Paul DeGooyer, Senior Vice President of Electronic Games and Music, MTV Games. "Whether they're self-releasing songs or authoring dozens of RBN tracks, The Main Drag personifies the spirit of the *Rock Band Network*."

As the May "T-Mobile Artist-of-the-Month," The Main Drag will be featured for one month in promotions throughout the *Rock Band Network* music store and on the official game website including the new RBN content hub at <http://t-mobile.rockband.com>, which is fast becoming 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.

The Main Drag have already broken new ground by being the first artist to release not one, but two full albums for the *Rock Band Network*! That means a whopping 17 tracks are available from the indie-pop fellas in the *Rock Band Network* Music Store, including the entirety of their newest release *You Are Underwater* (2010) and the entirety of their breakout debut, *Yours As Fast As Mine* (2007). All of the band's RBN tracks can be found for purchase at http://www.rockband.com/music/artists/The_Main_Drag.

Outside the world of the *Rock Band Network*, the pop quartet has made their name as an active touring band, crossing the United States and Canada and sharing the stage with bands like The Arcade Fire, The Unicorns, Hot Chip and The Young Knives. They were named Salon.com's "Best Unsigned Band" after the release of *Yours As Fast As Mine*, and have been featured in Paste Magazine as well as the hit web-series *The Guild*.

For more information about The Main Drag 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 200 songs available for purchase in the RBN Store from artists including The Shins, The Hold Steady, The Main Drag, Bang Camaro, of Montreal, Jonathan Coulton, Skeleton Witch, 3 Inches of Blood, Lacuna Coil, Stroke 9, and Steve Vai. There are more than 300 artists in the RBN pipeline, with additional tracks already on the way from Flight of the Conchords, The Smashing Pumpkins, Twin Atlantic, All That Remains, Clutch, Prong, The Gaslight Anthem and many more coming soon.

With more than 1,100 tracks available to date in the original *Rock Band* platform, the *Rock Band Network* Music Store has immediately boosted 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.

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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 do one thing: help people stick together[®] with those most important in their lives. For more information about T-Mobile, visit <http://www.t-mobile.com>.

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