



ROCK BAND 3

MTV Games and Harmonix Expand *Rock Band* Community with Launch of Localised Websites in Support of *Rock Band*™3

Localised Websites in United Kingdom, Germany, France and Sweden Provide Local News, Community Forums and E-commerce

New York –September 1, 2010 - MTV Games, a part of Viacom’s MTV Networks (NYSE: VIA, VIA.B), and Harmonix Music Systems Inc., the world’s premier music video game developer, today confirmed the launch of four websites catering to the European *Rock Band*™ fan base, in support of the coming release of *Rock Band*™3. *Rock Band* 3 will be released 29 October in Europe and 28 October in Germany for the Xbox 360® video game and entertainment system from Microsoft (MSRP €59.99/£49.99), PlayStation®3 computer entertainment system (MSRP €59.99/£49.99), Nintendo Wii™ (MSRP €49.99/£39.99) and Nintendo DS™ (MSRP €29.99/£24.99).

“The *Rock Band* community is one of the most vibrant in the world, and we’re pleased to give European *Rock Band* fans a localised place to go for news, forum postings and ecommerce,” said Roy Campbell, VP of MTV Games International. “We’re really looking forward to hearing from the international community, in their own voices.”

For the first time, *Rock Band* information will be available via localised, country-specific community forums for our fans in the United Kingdom, Germany, France and the Nordic region. Please visit the following sites for localized information on *Rock Band* 3:

- www.RockBand3.co.uk
- www.RockBand3.de
- www.RockBand3.fr
- www.RockBand.se

In addition to *Rock Band* franchise information and local community forums, the sites also include localised news features and links to an ecommerce store, operated by Mad Catz, where European community members can find *Rock Band* software, hardware and accessories.

The new *Rock Band* local websites are built and maintained by Bastion and the Onevoice Network. Bastion is a Founding Partner of the Onevoice Network, a group of agencies working within the heart of the interactive entertainment sector and based in every major country. This project involved Bastion based in London, VPCOM in Paris and Agentur Schafer in Heidelberg. For more information on Bastion, please visit www.bastion.co.uk.

With more than 30 awards and nominations following its impressive E3 2010 debut and recent gamescom 2010 appearance, including "Best Rhythmic Game at gamescom 2010" from Jeuxvideo.com and the GameStar Award for "Best of Family & Fun" , *Rock Band 3* will feature an incredible 83-song setlist and access to far more music than any other music game, including bands from around the world, like Phoenix, Rammstein, Tokio Hotel, Ida Maria, Juanes, The Raveonettes, Roxette, HIM, Golden Earring and many others, as well as innovative new game play modes and instruments. In addition to guitar, bass, drums and solo vocals, *Rock Band 3* adds three-part vocal harmonies and introduces a keyboard peripheral to the band.

Rock Band 3's deep Career Mode takes the band on a journey to gain new levels of status while the environment around them changes from streets and subways to tour stops and venues. And for those just looking for fun, *Rock Band 3* has a streamlined experience, with easy drop-in and drop-out, easier no-fail accessibility and an all-new Party Shuffle. Up to seven players can rock together for the ultimate social gaming experience.

Rock Band 3 will be compatible with all *Rock Band*[™] and *The Beatles*[™]: *Rock Band*[™] peripherals, as well as most Guitar Hero[®] and other authorized third-party music video game peripherals and microphones. Mad Catz is the official peripheral manufacturer and distributor for *Rock Band 3* game controllers. *Rock Band Pro* Guitar is compatible with the *Rock Band 3* Fender[™] Mustang[™] PRO-Guitar[™] Controller and the *Rock Band 3* Squier[®] by Fender Stratocaster[®] Guitar Controller.