



\*\*\*MEDIA ALERT\*\*\*

# ROCK BAND 3

## NEW ROCK BAND™ 3 TRAILER FOR THE NINTENDO DS™ TAKES A WALK ON THE SUN

**Cambridge, MA – Sept. 07, 2010** - Harmonix Music Systems Inc., the world's premier music video game developer, and MTV Games, a part of Viacom's MTV Networks (NYSE: VIA, VIA.B), released a new trailer today showing gameplay for *Rock Band*™ 3 for the Nintendo DS™, featuring Smash Mouth's "Walkin' On The Sun". *Rock Band* 3 for the Nintendo DS features head-to-head Competitive Multiplayer and will be available Oct. 26 in North America and Oct. 29 in Europe, Australia, New Zealand and other territories for MSRP \$29.99/€29.99/£24.99.

Download the new trailer and feel free to post immediately!

For ESRB rated trailer: <http://rcpt.yousendit.com/940719845/3c806a8b88cf87b1c61e27a135379080>

For PEGI and Non-Rated trailer:

<http://rcpt.yousendit.com/940723751/40dd9f295f24617103660f9c6e1aae8d>

*Rock Band* 3 for Nintendo DS lets fans take the ultimate music video game experience on the road. The game features eight distinctive gameplay modes, including Road Challenges that focus on sets of songs and gigs over a series of new venues, and Career Mode that leads players through a goal-based career system. In addition, fans will be able to rock 25 songs from the *Rock Band* 3 master setlist and challenge a friend to go head-to-head with Competitive Multiplayer – a first for a Harmonix handheld game.

Spanning five decades of rock n' roll, the complete 25-track songlist for *Rock Band* 3 DS includes:

### 2000s:

- Ida Maria, "Oh My God"
- Metric, "Combat Baby"
- Paramore, "Misery Business"
- Phoenix, "Lasso"
- Rilo Kiley, "Portions for Foxes"

- Tokio Hotel, "Humanoid"
- The Vines, "Get Free"
- The White Stripes, "The Hardest Button to Button"

#### **1990s:**

- Faith No More, "Midlife Crisis"
- Jane's Addiction, "Been Caught Stealing"
- Smash Mouth, "Walkin' On The Sun"

#### **1980s:**

- The Cure, "Just Like Heaven"
- INXS, "Need You Tonight"
- Joan Jett, "I Love Rock N' Roll"
- Night Ranger, "Sister Christian"
- Ozzy Osbourne, "Crazy Train"
- Roxette, "The Look"
- Whitesnake, "Here I Go Again"

#### **1970s:**

- The B-52's, "Rock Lobster"
- Doobie Brothers, "China Grove"
- Foreigner, "Cold As Ice"
- Queen, "Bohemian Rhapsody"
- Yes, "Roundabout"

#### **1960s:**

- The Doors, "Break on Through (To the Other Side)"
- The Jimi Hendrix Experience, "Crosstown Traffic"

Developed by Harmonix, published by MTV Games and distributed by distribution partner Electronic Arts Inc. (NASDAQ: ERTS), *Rock Band 3* will be available Oct. 26 in North America and Oct. 29 in Europe, Australia, New Zealand and other territories for the Xbox 360® video game and entertainment system

from Microsoft, PlayStation®3 computer entertainment system, the Wii™ system from Nintendo, and Nintendo DS.

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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](http://www.harmonixmusic.com).

#### **About Electronic Arts**

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA™, EA SPORTS™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. EA's homepage and online game site is [www.ea.com](http://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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