



ROCK BAND 3

Rock Band™ 3 Demo Available for Xbox 360® and PlayStation®3

Keyboard Parts Playable With Five-Button Guitar Controllers

Cambridge, Mass. – Nov. 5, 2010 – Harmonix, the world’s premier music video game developer, and MTV Games, a part of Viacom’s MTV Networks (NYSE: VIA, VIA.B), today announced that a demo for *Rock Band™ 3*, the next generation in the ultimate social and interactive music gaming platform, is now available for PlayStation®3 computer entertainment system and the Xbox 360® video game and entertainment system from Microsoft.

The *Rock Band 3* demo features the opportunity to play four songs in Quickplay, featuring one standard venue and one “music video” venue. Fans can try out three-part harmonies and, for those who don’t yet have the *Rock Band 3* keyboard or *Rock Band 3* Fender™ Mustang™ PRO-Guitar™ Controller, keyboard parts are playable on legacy guitar controllers. The demo includes the following songs from the master *Rock Band 3* soundtrack:

- Spacehog – “In the Meantime”
- White Stripes – “Hardest Button to Button”
- Slipknot – “Before I Forget”
- Foreigner – “Cold As Ice”

To download and play the *Rock Band 3* demo for the PlayStation 3 system, you must have an Internet-connected PlayStation 3 console, a PlayStation Network account and at least one *Rock Band* or *Rock Band*-compatible third-party music game controller or USB microphone. If you don’t already have a PlayStation Network account, simply create one in the PSN Home Menu. Next, simply head over to Demos in the Featured Games menu and click *Rock Band 3* demo to download.

To download the *Rock Band 3* demo for the Xbox 360, you must have an Internet-connected Xbox 360, a Gold Xbox Live account (the demo will be available to Xbox Live free accounts Nov. 12) and at least one *Rock Band* or *Rock Band*-compatible third-party music game controller or USB microphone. Sign in to your Xbox Live account. If you don’t already have a Xbox Live account, simply select Join Xbox Live from the Xbox dashboard and create your account. In the Xbox Live menu, go to Game Marketplace and select Game Demos. Find the *Rock Band 3* demo and select to download.

Critical acclaim from around the world for *Rock Band 3*:

Associated Press – 4/4

"Rock Band 3" is the kind of classy production we've come to expect from developer Harmonix. It's great for people who just want to have fun at parties, and for those who seriously want to learn musical skills. Four stars out of four."

G4TV - 5 out of 5

"The best music video game I've ever played. While no game can be all things to all people, *Rock Band 3* comes close. It is both a great party game and an entirely hardcore music game experience."

Joystiq.com – 5 out of 5

"*Rock Band 3* is the greatest rhythm game ever made, and quite possibly the only rhythm game you need to own..."

Eurogamer – 10/10

"I can at least say with confidence that *Rock Band 3* is the greatest music game ever made."

Rock Band 3 delivers the deepest *Rock Band* experience yet with an incredible 83-song soundtrack featuring the music of Avenged Sevenfold, John Lennon, Jane's Addiction, The Cure, Def Leppard, Ozzy Osbourne, Bob Marley and many more. *Rock Band 3* gives players immediate access to more than 2,000 songs[1] in the ever-growing *Rock Band* Music Library and support for most existing *Rock Band* songs[2]. In addition, *Rock Band 3* adds three-part vocal harmonies and introduces a keyboard peripheral to the band, allowing up to seven players to rock together for the ultimate social gaming experience.

Rock Band 3 also marks the debut of *Rock Band* Pro Mode, which bridges the world of gaming and real musicianship through a collection of new instrument controllers, trainers and gameplay options that open the door to real-world guitar, bass, keyboard and drum skills.

Rock Band 3 offers something for everyone. The game'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 mega-venues. For the serious player, the revamped Career Mode features more than 700 goals and rewards and seamless leaderboard integration for an endlessly deep campaign experience. The game also features easy drop-in and drop-out, easier No Fail accessibility and an all-new Party Shuffle. *Rock Band 3* also adds a suite of social networking tools to the game, including the ability to create, save and share playlists online or on the console, so fans can engage friends over Facebook, Twitter, email and more. Check out those tools and more at the newly launched RockBand.com.

Developed by Harmonix, published by MTV Games, and distributed by distribution partner Electronic Arts Inc. (NASDAQ: ERTS), *Rock Band 3* is compatible with all *Rock Band*™ and *The Beatles*™: *Rock Band*™ peripherals, as well as most third-party instrument and microphone controllers. *Rock Band 3* Pro Mode requires *Rock Band* Pro-compatible instrument controllers. Mad Catz, the official peripheral manufacturer and distributor for *Rock Band 3* game controllers, has released Pro Mode compatible controllers including the *Rock Band 3* Fender™ Mustang™ PRO-Guitar™ Controller, *Rock Band 3* Wireless Keyboard, *Rock Band 3* PRO-Cymbals™ Expansion Kit and the *Rock Band 3* MIDI PRO-Adapter™.

Harmonix has also teamed with Fender to create the *Rock Band 3* Squier® by Fender Stratocaster® Guitar Controller, a full-sized, six-string electric guitar that also functions as a game controller that will be compatible with *Rock Band 3* Pro Mode. The *Rock Band 3* Squier Stratocaster will be available in March 2011.

Pricing for *Rock Band 3* is as follows:

- **Rock Band 3 Software** for Xbox 360/PlayStation 3 system: US MSRP \$59.99, continental Europe MSRP €59.99, UK MSRP £49.99
- **Rock Band 3 Software** for Wii: US MSRP \$59.99, continental Europe MSRP €49.99, UK MSRP £39.99
- **Rock Band 3 Software** for Nintendo DS: US MSRP \$29.99, continental Europe MSRP €29.99, UK MSRP £24.99
- **Rock Band 3 Software and Keyboard Bundle** for Xbox 360: US MSRP \$129.99, continental Europe MSRP €129.99, UK MSRP £109.99
- **Rock Band 3 Software and Keyboard Bundle** for Wii: US MSRP \$129.99, continental Europe MSRP €109.99, UK MSRP £99.99
- **Rock Band 3 Mad Catz Wireless Keyboard** for Xbox 360, PlayStation 3 system and Wii: US MSRP \$79.99
- **Rock Band 3 Mad Catz Wireless Fender Mustang PRO-Guitar Controller** for Xbox 360, PlayStation 3 and Wii: US MSRP \$149.99
- **Rock Band 3 Mad Catz Wireless PRO-Cymbals Expansion Kit– Universal:** US MSRP \$39.99
- **Rock Band 3 Mad Catz MIDI PRO-Adapter** for Xbox 360, PlayStation 3 system and Wii: US MSRP \$39.99

Rock Band 3 is rated "T" for Teen (lyrics, suggestive themes) by the ESRB. Music downloads are not rated by the ESRB.

For *Rock Band 3* art and video assets, please visit <http://www.rockband.com/press>.

Follow *Rock Band* on Twitter (<http://twitter.com/rockband>) and Facebook (www.facebook.com/rockband).

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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 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. 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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