



## **Harmonix, MTV Games and T-Mobile Name Alternative Rockers Plushgun the *Rock Band Network's* July "T-Mobile Artist-of-the-Month"**

**CAMBRIDGE, MA and NEW YORK, NY – July 13, 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 Brooklyn-based Plushgun are the *Rock Band Network's* July "T-Mobile Artist-of-the-Month".

"This unique artist blends indie rock with synth beats to expand the Rock Band repertoire," said Cheryl Gehbauer, Senior Director of Music for MTV Games. "Plushgun are gaining well-deserved attention in the music community, and we're proud to include them as the July T-Mobile Artist-of-the-Month."

As the July "T-Mobile Artist-of-the-Month," Plushgun will be featured for one month in promotions throughout the *Rock Band Network* Music Store and on the official game website, <http://www.RockBand.com>, 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.

Plushgun, on Tommy Boy Entertainment, is the brainchild of Daniel Ingala and grew out of the cramped confines of his overpriced and undersized bedroom in Williamsburg, Brooklyn. After creating the song "Just Impolite" and posting it to his MySpace page, the project quickly took off with songs featured in the web-TV series "We Need Girlfriends" and rising to No. 1 in the Alternative Rock Channel on Ourstage.com. When he was ready to start playing live shows, Ingala recruited his friends Taylor Armstrong and Matt Bogdanow.

Plushgun released a self-titled EP in August 2008, followed by a November EP of remixes by Andrew WK, Jesse Novak (M.I.A., Santogold) and Justin Strauss (Depeche Mode, Marc Almond, Carl Cox). A Don Diablo remix was released in early 2009. Their debut full-length *Pins & Panzers* was released February 2009, and "How We Roll," from that album, is available for download in the *Rock Band Network* Music Store. The band is currently in the studio with Yaysayer producer Brit Myers recording their next full-length, scheduled for release in February 2011.

For more information about Plushgun 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 400 songs available for purchase in the RBN Store from artists including Third Eye Blind, Seether, Drowning Pool, Five Finger Death Punch, Flight of the Conchords, Attack Attack!, Flogging Molly, Clutch, The Shins, The Hold Steady, The Main Drag, Bang Camaro, of Montreal, Jonathan Coulton, Band of Skulls, Apples in Stereo, Band of Horses and many more. There are more than 300 artists in the RBN pipeline, with additional tracks already on the way.

With more than 1,550 tracks available to date in the *Rock Band* platform, the *Rock Band Network* Music Store has helped boost 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](http://www.rockband.com/t-mobile)

Artists interested in submitting their songs to *Rock Band Network*, please go to [www.creators.rockband.com](http://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](http://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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