



ROCKBAND™ 3

MTV Games and Harmonix Announce *Rock Band™ 3* Pre-Order Campaigns at GameStop, Wal-Mart and Amazon

Pre-Order *Rock Band 3* Now and Receive Great Promotional Offers Including Exclusive Downloadable Content and Credit Toward Future Purchases

NEW YORK, NY – July 19, 2010 - MTV Games, a part of Viacom's MTV Networks (NYSE: VIA, VIA.B), and Harmonix Music Systems Inc. today announced consumer pre-order opportunities with major North American retailers GameStop, Wal-Mart and Amazon for the highly anticipated *Rock Band™ 3*.

With more than 30 awards and nominations following its impressive E3 2010 debut, including multiple Best Music and Best Casual/Social game accolades, *Rock Band 3* will feature an incredible 83-song setlist and access to far more music than any other music game, as well as innovative new gameplay modes and instruments. The game will ship on October 26, 2010 in North America for the Xbox 360® video game and entertainment system from Microsoft (MSRP: \$59.99), PlayStation®3 computer entertainment system (MSRP: \$59.99), the Wii™ system from Nintendo (MSRP: \$59.99), and Nintendo DS™ (MSRP: \$29.99).

GameStop Pre-order* Opportunity:

GameStop shoppers who reserve *Rock Band 3* for PlayStation 3 system or Xbox 360 in advance receive three downloadable *Rock Band* songs at launch:

- *Burning Down the House* by Talking Heads
- *My Own Summer* by Deftones
- *Blue Monday* by New Order

Amazon Pre-order* Opportunity:

Amazon shoppers who reserve *Rock Band 3* for PlayStation 3 system, Xbox 360 and Wii in advance will receive access to an exclusive in-game guitar. Additionally, for a limited time only, PlayStation 3 system and Xbox 360 owners who pre-order *Rock Band 3* in advance on Amazon will receive \$10 off a future videogame purchase.

Wal-Mart Pre-order* Opportunity:

Walmart.com shoppers who reserve *Rock Band 3* for PlayStation 3 system, Xbox 360 and Wii in advance will receive a \$10 eGift card for a limited time.

Developed by Harmonix, the world's premier music videogame company, published by MTV Games, and distributed by Electronic Arts Inc. (NASDAQ: ERTS), *Rock Band 3* will ship simultaneously worldwide in North America, Europe, Australia, New Zealand and other territories. *Rock Band 3* will be compatible with all *Rock Band™* and *The Beatles™: Rock Band™* peripherals, as well as most Guitar Hero® and third-

party instrument and microphone controllers. Mad Catz is the official peripheral manufacturer and distributor for *Rock Band 3* game controllers.

The *Rock Band* platform stands next to none in music content, with 2000 songs scheduled to be available at the launch of *Rock Band 3*, including Jimi Hendrix, The Who, AC/DC and Green Day - all exclusive to *Rock Band*. With more choices for fans than any other music-based videogame, *Rock Band* is, without question, the industry leader in providing the best selection of interactive musical content, songs and artists. *Rock Band* pioneered offering content in a variety of ways, through on-disc gameplay, game export, downloadable content and the *Rock Band Network*. The *Rock Band* platform allows fans to interact with their favorite music in a unique and hands-on way, as well as giving artists the ability to reach fans through a whole new channel.

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

*Conditions and restrictions apply. Please see retailer for details.

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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>.

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.

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