



# THE BEATLES ROCKBAND™

## **MTV Games and Desires Hotels Invite You to Meet and Rock With The Beatles**

*Receive 10% Discount on Room Rates and The Beatles™: Rock Band™ Game*

New York, NY August 4, 2010 -- The Beatles landed at JFK on Feb 7, 1964 and from that point on rocked the world! MTV Games and [Desires Hotels](#), a unique collection of independent modern boutique hotels, wants you to experience The Beatles' music and legacy like never before when you book a minimum two night stay at any of their hotels and receive a 10% discount. You'll also receive a free [The Beatles™: Rock Band™](#) music video game where you can pick up a guitar, bass, microphone or drums (sold separately) and experience The Beatles' extraordinary catalogue of music through game play that takes players on a journey through the evolution of the band's legendary career.

When you book a suite for three nights, you'll receive the 10% discount plus a free *The Beatles™: Rock Band™* Limited Edition Premium Bundle. The fun doesn't stop there; if you have been workin' like a dog during the day, and want to shake and let down your hair at night, join in *The Beatles: Rock Band* Happy Hour at participating Desires Hotels where you'll experience the game first-hand while at the hotel.

Desires Hotels is a preferred hotel collection of MTV Networks.

### **"Stay Unique. Meet The Beatles. Rock the World"**

Valid for a minimum two night stay from August 4 through December 31, 2010, you'll receive a discount of 10% off your room rate, plus a free *The Beatles: Rock Band* game for your Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system or Wii™ console from Nintendo.

Book a suite for three nights and you'll receive the 10% discount, plus a free *The Beatles™: Rock Band™* Limited Edition Premium Bundle.

If you're so inclined, you could also build your own *The Beatles™: Rock Band™* Rock Star Package when you make your reservation at participating Desires Hotels by choosing your desired room rate separately and adding *The Beatles™: Rock Band™* music video game, Limited Edition Bundle, or an icy cold bottle of champagne on ice. Be a Rock Star and live the life!

### **About Desires Hotels**

From the neon lights of Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the iconic Delmar Loop in St. Louis to the coral reefs off of Old Port Royal in Roatan, or right in the heart of Times Square, [Desires Hotels](#) is a collection of independently created modern boutique hotels. High in

style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate the “Your Desires” program that tailors a unique experience to every guest. Coming soon in 2010 Desires Hotels will be opening Cassa Hotel and Residences in New York City, Hotel Zamora in St. Petersburg Beach, FL and The Charlee in Medellin, Colombia.

For more information about Desires Hotels, and their locations, call 866-593-4330 or visit [www.desireshotels.com](http://www.desireshotels.com).

### **About *The Beatles™: Rock Band™***

From the early touring days in 1963 Liverpool to the immortal, final performance on the Apple Corps rooftop, fans can follow in The Fab Four’s footsteps as they traverse the globe during the height of Beatlemania, unlocking real photos and videos of The Beatles – some never before seen by the public. Beatles fans will also be thrilled to hear previously unreleased authentic voice recordings from John, Paul, George and Ringo chatting between takes during studio sessions recorded at Abbey Road more than four decades ago.

*The Beatles: Rock Band* features 45 songs on-disc representing a cross-section of hits and favorites that span The Beatles’ storied career. Additional music from The Beatles’ epic catalogue is available for purchase and download through *The Beatles: Rock Band* Music Store, including *Abbey Road*, *Sgt. Pepper’s Lonely Hearts Club Band* and *Rubber Soul*.

The game is available for Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system and Wii™ console from Nintendo and is compatible with all *Rock Band™* and *The Beatles: Rock Band* instrument controllers, as well as most Guitar Hero® and other authorized third party music video game peripherals and microphones.

*The Beatles: Rock Band* marks the first time that Apple Corps Ltd, along with EMI Music, Sony/ATV Music Publishing, Harrisongs Ltd and Startling Music Ltd has presented The Beatles music in an interactive video game format. *The Beatles: Rock Band* is published by MTV Games and developed by Harmonix, the world’s premier music video game company and creators of the best-selling *Rock Band*. Electronic Arts Inc. (NASDAQ: ERTS) serves as distribution partner for the game. In addition, Giles Martin, Co-Producer of The Beatles innovative LOVE album project, provided his expertise and served as Music Producer for this groundbreaking Beatles project.

*The Beatles: Rock Band* is rated “T” for Teen with the descriptors “Mild Lyrics” and “Tobacco Reference” by the ESRB.

For more information on *The Beatles: Rock Band*, as well as art and video assets, please visit <http://www.thebeatlesrockband.com/press>.

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