



## **\*\*ROCK BAND MEDIA ALERT\*\***

### **THE BLACK KEYS AND NEON TREES MAKE THEIR DEBUTS ON ROCK BAND!**

**Cambridge, Mass. – Aug. 13, 2010** – Harmonix and MTV Games today announced that American rock bands The Black Keys and Neon Trees will both make their debuts next week in the *Rock Band Music Store* of downloadable content for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and Wii™.

"We're excited to be part of the *Rock Band* world because the game really introduces artists to young kids," said Tyler Glenn, lead vocalist and keyboardist for Neon Trees. "Any video game introducing kids to The Replacements and old REM is something I can get behind."

With more than 400 artists, including Jimi Hendrix, The Who, AC/DC and Green Day, who are exclusive to *Rock Band*, as well as more than 1,570 songs available through the *Rock Band* platform and 70 million songs sold through its download store alone, *Rock Band* is the undisputed sales and content leader in the interactive music space, providing the deepest and best selection of artists, songs and albums.

#### **Rock Band DLC additions for Xbox 360, PlayStation 3 system and Wii**

American blues-rock duo The Black Keys formed in 2001 in Ohio and have since released an impressive eight studio albums, including 2010's *Brothers*, which debuted in May at No. 3 on the Billboard 200. The band's music has been featured in films, including 2008's *RocknRolla*, 2003's *School of Rock* and 2009's *I Love You, Man*; as well as television shows, including *Dexter*, *Hung*, *Sons of Anarchy* and *Rescue Me*. Next week, the band will make their debut in the *Rock Band Music Store* with a three pack of tracks. The Black Keys Pack 01 will feature "Strange Times" and "I Got Mine" from *Attack & Release*, the band's fifth studio album, which debuted at No. 14 on the Billboard 200 when it was released in April 2008. "I Got Mine" was featured as No. 23 on The Rolling Stone's list of the 100 Best Songs of 2008. The pack will also feature "Your Touch" from 2006's *Magic Potion*. The band is currently touring the United States and Canada. For more information or tickets, please visit <http://www.theblackkeys.com/shows>.

Picked by *Rolling Stone* as an Artist of the Week, **Neon Trees** will also make their *Rock Band* debut next week with a three pack of songs. The band received notoriety when they were chosen to open for The Killers during their 2008 tour and put out their debut album this year. Three songs from that album, "Sins of My Youth," "1983" and "Animal," which cracked the Billboard Hot 100 and reached No.3 on the Billboard Alternative Rock chart, will be available as Neon Trees Pack 01 next week. The band is currently touring the United States with Paper Tongues and 30 Seconds to Mars. For more information or tickets, please visit [www.NeonTrees.com](http://www.NeonTrees.com).

**Available on Xbox 360, Wii and PlayStation 3 system (Aug. 17):**

- The Black Keys – [“Strange Times”](#)
- The Black Keys – “I Got Mine”
- The Black Keys – [“Your Touch”](#)
- Neon Trees – “Animal”
- Neon Trees – “Sins of My Youth”
- Neon Trees – “1983”

*(All tracks are original master recordings)*

*(These tracks will be available in Europe on PlayStation 3 system Aug. 18)*

These tracks will be available for purchase as “The Black Keys Pack 01” and “Neon Trees Pack 01,” as well as individual tracks, on Xbox 360 and PlayStation 3 system, and as individual tracks only on Wii.

**Price:**            \$1.99 USD, £.99 UK, €1.49 EU (160 Microsoft Points) per track  
                          \$2.00 USD (200 Wii Points™) per track  
                          \$5.49, £2.49 UK, €3.99 EU (440 Microsoft Points) for The Black Keys Pack 01 or Neon  
 Trees Pack 01

\*\* Dates for *Rock Band* game tracks are tentative and subject to change. \*\*

**Website Links:**

For more information, please visit:

[Rock Band Website](#)

[The Black Keys Website](#)

[Neon Trees Website](#)

*Rock Band 2* is available for Xbox 360, PlayStation 3 system, PlayStation®2 computer entertainment system and Wii system. Xbox 360, PlayStation 3 system and Wii versions support downloadable content.

Downloadable content for Wii is purchased via the in-game *Rock Band* Music Store using Wii Points™ purchased through the Wii™ Shop Channel and can be downloaded to the system memory or to an SD card for additional storage. The tracks stream directly from the SD card for seamless play.

With these additions, there are now 1,577 tracks available to date via disc and download purchase (complete list of tracks at [www.rockband.com/music](http://www.rockband.com/music)). *Rock Band* continues to satisfy music fans' and gamers' voracious appetite for rock with more than 70 million paid downloads since its launch Nov. 20, 2007. The *Rock Band* Music Store allows players to preview and purchase downloadable individual music tracks and packs from the vast selection of offerings available to date without ever leaving the game as they build their own custom *Rock Band* library.

*Rock Band* and *Rock Band 2* are rated "T" for Teen (lyrics, suggestive themes) by the ESRB. Music downloads are not rated by the ESRB.

For more information on *Rock Band 2* and Harmonix Music Systems please visit [www.rockband.com](http://www.rockband.com) and [www.harmonixmusic.com](http://www.harmonixmusic.com).

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