



Harmonix, MTV Games and T-Mobile Name Indie Favorites MeTalkPretty the *Rock Band Network's* August "T-Mobile Artist-of-the-Month"

CAMBRIDGE, MA and NEW YORK, NY – Aug. 23, 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 New York-based MeTalkPretty are the *Rock Band Network's* August "T-Mobile Artist-of-the-Month".

"The band's music practically bursts with passion," said Cheryl Gehbauer, Senior Director of Music for MTV Games. "With stylized vocals, textured guitars and a dynamic rhythm section, MeTalkPretty is a band to look out for, which makes them a perfect choice for the August T-Mobile Artist-of-the-Month."

As the August "T-Mobile Artist-of-the-Month," MeTalkPretty 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.

MeTalkPretty formed in 2006 in New York and quickly released an EP and embarked on a journey of relentless touring and promotion. They built up a loyal fan-base, performing more than 500 shows in the United States and Canada, which included three years on The Vans Warped Tour, and appearances at SXSW and CMJ. The band won a 2009 MTV Video Music Award for Best Breakout Artist and won a MTVU Freshman Award for the video for their single "Wake Up!," which is available for download in the *Rock Band Network* Music Store.

The band released their second EP in July and will release their first full-length record, *We Are Strangers*, later this year. More information on MeTalkPretty can be found at www.MeTalkPretty.com.

For more information about MeTalkPretty 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 500 songs available for purchase in the RBNStore 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 400 artists in the RBN pipeline, with additional tracks already on the way.

With more than 1,580 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

Artists interested in submitting their songs to *Rock Band Network*, please go to 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.

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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