



Harmonix, MTV Games and T-Mobile Team Up to Educate Music Professionals on the Authoring Process for the *Rock Band Network*

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 they will present a series of 10 comprehensive *RockBand Network* professional networking workshops across major markets in the United States as part of T-Mobile *Rock Band Network Connect*™.

"Each event will connect music professionals with the *Rock Band Network* and introduce them to the unique authoring process involved in getting their songs into the video game *Rock Band*," said Jeff Marshall, executive producer of the *Rock Band Network*. "We're excited to give musicians and labels the tools and connections they need to get in on this innovative way to market their songs."

These sessions are part of the T-Mobile Creators Club, which educates artists and anyone who wants to know more about the *Rock Band Network* authoring process. The T-Mobile Creators Club is part of T-Mobile *Rock Band Network Connect*, which brings fans closer to the music that moves them, while giving artists a shot at that breakthrough opportunity, including Creators Club, the T-Mobile Artist of the Month program – a monthly calendar of featured artists designed to highlight emerging talent – and Inside RBN, which gives fans the chance to discover and connect with *Rock Band Network* artists, to hear what's new first and to share their music passions with their friends.

The Creators Club Professional Development Workshops will offer networking opportunities for musicians, producers, engineers, studio owners and game audio professionals. The sessions will introduce participants to the *Rock Band Network*, as well as how it presents a new opportunity for recording artists and bands to create and sell their original music as interactive game tracks. This initiative marks a fundamental shift in the buzz music games can create for bands using innovative technologies. An overview of the tools used in RBN authoring, as well as real-world case studies will also be presented. The sessions will take place in the following cities, on the following dates:

San Francisco, Aug. 26 Los Angeles, Sept. 23 Chicago, Sept. 29 Seattle, Oct. 7 Nashville, Oct. 28 San Francisco, Nov. 3 New York, Nov. 10 & 11 Austin, Dec. 2 Miami, Dec. 9

The sessions will be produced by Pyramind Studios, in association with The Recording Academy, The Game Audio Network Guild, Fender and Shure. Pyramind Studios has partnered with Harmonix and MTV Games to offer elite-level authoring services and exclusive authoring training to the growing community of bands, musicians and studio professionals looking to get their music into *Rock Band* through the *Rock Band Network*.

For more information about T-Mobile *Rock Band Network Connect*, including how to register to attend a session, please 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.

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.

###

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>.

ABOUT THE RECORDING ACADEMY:

Established in 1957, The Recording Academy® is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for

music and its makers. Internationally known for the GRAMMY® Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, join the organization's social networks as a Twitter follower at www.twitter.com/thegrammys, a Facebook fan at www.facebook.com/thegrammys, and a YouTube channel subscriber at www.youtube.com/thegrammys.

ABOUT G.A.N.G.:

The [Game Audio Network](http://www.audiogang.org) Guild (G.A.N.G.) is a global non-profit organization established to advance the interactive audio industry by providing information, resources, guidance and policy to its members and the game industry at large. G.A.N.G. empowers all game development communities by establishing resources, publicity, and recognition for game business and development professionals. G.A.N.G. also supports career development for students and aspiring game audio professionals, and works through sponsorship and partnership frameworks to empower and unite like-minded organizations. For more information, [click here www.audiogang.org](http://www.audiogang.org)

ABOUT PYRAMIND STUDIOS:

Based in San Francisco, California, Pyramind Studios is the leader in digital music production, recording, and game audio training. In addition to a diverse lineup of courses and certifications, Pyramind provides sound and music production services for the biggest names in interactive entertainment, creating an integrated approach to audio education in a real, working studio environment. Pyramind has partnered with Harmonix and MTV Games to offer elite-level authoring services and exclusive authoring training to the growing community of bands and musicians looking to get their music into Rock Band with Rock Band Network. For more information, please visit www.pyramind.com.

ABOUT SHURE:

Founded in 1925, Shure Incorporated is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the Company has designed and produced many high-quality professional and consumer audio products that have become legendary for performance, reliability, and value. Shure's diverse product line includes world-class wired microphones, wireless microphones and in-ear personal monitor systems, headphones for performers, presenters and recordists, award-winning earphones and headsets for use with MP3 players and smart phones, and top-rated phonograph cartridges for professional DJs.

ABOUT FENDER:

Fender® is the world's leading guitar brand and a name that is synonymous with rock 'n' roll. Iconic Fender and Squier instruments such as the Telecaster®, Stratocaster®, Precision Bass® and Jazz Bass® guitars are known worldwide for starting the rock revolution and continue to be highly prized by today's musicians and collectors. For more information, visit www.fender.com

© 2010 Harmonix Music Systems, Inc. All Rights Reserved. Harmonix, Rock Band, Rock Band 2, Rock Band 3, Rock Band Network and all related titles and logos are trademarks of Harmonix Music Systems, Inc., a MTV Networks company. Rock Band, Rock Band 2, Rock Band 3 and Rock Band Network developed by Harmonix Music Systems, Inc. MTV: Music Television, MTV Games and all related titles and logos are trademarks of MTV Networks, a division of Viacom International Inc. EA, EA SPORTS, EA Mobile and POGO are trademarks of Electronic Arts Inc. Microsoft, Xbox. Xbox 360 and Xbox LIVE are trademarks of the Microsoft group of companies. "PlayStation" is a registered trademark of Sony Computer Entertainment Inc. Wii and Nintendo DS are trademarks are trademarks of Nintendo. All other trademarks are the property of their respective owners.