



MTV Games, Harmonix and EA Head to Nashville With Rock Band™ Country Track Pack™

--Kenny Chesney, Alan Jackson, Rascal Flatts, Kenny Rogers, Shania Twain and More Join the Rock Band Platform July 21, 2009

CAMBRIDGE, Mass., May 12, 2009 /PRNewswire via COMTEX News Network/ -- Harmonix, the leading developer of music-based games, and MTV Games, a part of Viacom's MTV Networks, (NYSE: VIA, VIA.B), along with distribution partner Electronic Arts Inc. (Nasdaq: ERTS), today announced plans for a July 21, 2009 North American release of [Rock Band™ Country Track Pack™](#) for the Xbox 360(R) video game and entertainment system from Microsoft, PLAYSTATION(R)3 and PlayStation(R)2 computer entertainment systems, and Wii™ system from Nintendo.

"Rock Band loves country music too, and these tracks are among the most fun to play of any we've released to date," said Paul DeGooyer, Senior Vice President of Electronic Games & Music for MTV Networks Music Group. "We've received a ton of requests from fans to bring more country to the game, and our artist partners responded. We're very excited to be able to offer this set, featuring some of the greatest songs ever recorded."

Rock Band Country Track Pack is a standalone software product that allows owners of [Rock Band\(R\)](#) and [Rock Band\(R\)2](#) to keep the party going with 21 songs from an outstanding mix of country artists, including Kenny Chesney, Alan Jackson, Shania Twain, Rascal Flatts and the legendary Kenny Rogers. Many of the tracks will be exclusive to the Rock Band Country Track Pack disc for a limited time before joining the [Rock Band\(R\) Music Store](#) as downloadable content. Additional artists and songs from the track list will be announced in the coming months.

In addition, Rock Band Country Track Pack, like all Rock Band software, is compatible with all Rock Band instrument controllers, as well as most Guitar Hero(R) and other current third party video game instrument controllers.

Fans who buy the Rock Band Country Track Pack for Xbox 360 and PLAYSTATION 3 system can play directly from the disc or download the songs onto their consoles' hard drives through a free offer with Xbox LIVE(R) online entertainment network or the PlayStation(R)Network. Once downloaded, the songs will automatically appear in the player's custom Rock Band library and can be integrated into setlists and played in all game modes. With more than 660 tracks available in the Rock Band music catalogue and regular releases of downloadable content every week, Rock Band Country Track Pack is yet another way music-lovers can continue to expand and customize their music libraries.

First Confirmed Songs for ROCK BAND COUNTRY TRACK PACK:

| Artist | Song Title |
|----------------------|----------------------------------|
| 1. Alan Jackson | Good Time |
| 2. Brooks & Dunn | Hillbilly Deluxe |
| 3. Dierks Bentley | Free & Easy (Down the Road I Go) |
| 4. Dixie Chicks | Sin Wagon |
| 5. Drive-By Truckers | 3 Dimes Down |
| 6. Jason Aldean | She's Country |
| 7. Kenny Chesney | She Thinks My Tractor's Sexy |
| 8. Kenny Rogers | The Gambler |
| 9. Lucinda Williams | Can't Let Go |
| 10. Martina McBride | This One's For the Girls |
| 11. Rascal Flatts | Me and My Gang |
| 12. Shania Twain | Any Man of Mine |
| 13. Steve Earle | Satellite Radio |

Price: \$29.99 MSRP

The Rock Band franchise is the ultimate platform for music fans and gamers to interact with music like never before. The game challenges players to put together a band and tour for fame and fortune -- all while learning to master lead/bass guitar, drums and vocals. Featuring the most master recordings of any music game ever by the world's biggest rock artists, the Rock Band music catalogue includes tracks that span every genre of rock, ranging from alternative and classic rock, to heavy metal and punk.

Rock Band™ Country Track Pack™ is rated "E10+" for Everyone 10+ with a descriptor of Lyrics by the ESRB. Rock Band and Rock Band 2 are currently available for Xbox 360, PLAYSTATION 3 and PlayStation 2 systems and Wii.

For more information on Rock Band and Harmonix Music Systems please visit www.rockband.com and www.harmonixmusic.com.

About MTV Networks

MTV Networks, a unit 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 Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, 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 SPORTS™, EA™, EA SPORTS Freestyle™ and POGO™. In fiscal 2009, EA posted GAAP net revenue of \$4.2 billion and had 31 titles that sold more than one million copies. 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>.

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