



ROCK BAND(TM) Now Available on App Store

EA Mobile, Harmonix and MTV Games let you control the Guitar, Bass, Mic or Drums with ROCK BAND on iPhone and iPod touch!

LOS ANGELES, Oct 20, 2009 (BUSINESS WIRE) -- EA Mobile(TM), a division of Electronic Arts Inc. (NASDAQ:ERTS), and Harmonix and MTV Games, a part of Viacom's MTV Networks (NYSE:VIA) (NYSE:VIA.B), today announced the availability of *ROCK BAND(TM)* on the App StoreSM. *ROCK BAND* allows players to enjoy a full-band multiplayer experience on iPhone(R) and iPod(R) touch and the game launches with 20 full-length songs, with additional songs available for purchase via the In App Purchase feature.

"Fans of *ROCK BAND* are going to be blown away when they play this iconic franchise on their iPhone or iPod touch for the first time, and see how we've utilized new 3.0 OS features for this game," said Travis Boatman, VP Worldwide Publishing for EA Mobile. "Not only are we delivering on a finely tuned *ROCK BAND* experience, we're innovating with four-player Bluetooth Multiplayer, and even allowing players to connect on Facebook to form a band with friends. We're also taking advantage of In App Purchasing, so players can add music to the game as downloadable content. We really feel that this feature line up for the iPhone and iPod touch has allowed us to create a true social gaming experience that delivers on the awesomeness of *ROCK BAND*."

Alex Rigopolos, CEO and Co-Founder of Harmonix, added: "We're always looking for new ways to let our audience engage with music. The iPhone and iPod touch have become such a central fixture in people's musical lives, so naturally we wanted to extend the *ROCK BAND* play experience to these platforms. We're really pleased with how the game came out, and we think this is a version of *ROCK BAND* that people will thoroughly enjoy."

In *ROCK BAND*, players can jam solo or push it to the limit with live Bluetooth multiplayer. Over Bluetooth, play with up to four people, earn unison bonuses, and save friends that drop out by activating overdrive. Rock out on guitar, bass, mic and drums to MP3-quality songs on easy, medium or difficult. Jump into Quickplay for casual sessions or take it on the road in Tour Mode. If no one is in Bluetooth range to form a band, sync up via Facebook with friends around the world. Use the in-game message center to communicate with Facebook friends from within the game.

Enjoy playing along to 20 legendary songs from well-known artists such as Smashing Pumpkins, Lynyrd Skynyrd, Foo Fighters, Blink-182, and The Beastie Boys. Also use the In App Purchase feature to purchase additional tracks from OK Go, Lenny Kravitz, Social Distortion, Devo, and many more popular bands. Start out playing in grungy dives and work all the way up to stadium-rock stardom, collecting rewards and achievements that provide replay value and depth to even the most experienced *ROCK BAND* veterans.

ROCK BAND(TM) is available in English in the US, Canada, UK, Italy, Germany, Spain, Australia & New Zealand from the App Store on iPhone and iPod touch, or at <http://www.itunes.com/appstore>. The game will soon be available globally in additional languages.

For information on pricing for all EA Mobile games, visit www.eamobile.com. To follow EA Mobile on Twitter visit <http://twitter.com/eamobile>. For more information on *ROCK BAND*, visit www.rockband.com.

About EA Mobile

EA Mobile(TM) is the world's leading wireless entertainment publisher with award-winning games such as *Tetris(R)*, *Bejeweled (R)*, *The Sims(TM)*, and *Need For Speed(TM)*. The EA Mobile portfolio also includes casual games based on the company's partnership with Hasbro, Inc. including MONOPOLY, YAHTZEE and SCRABBLE (in the U.S. and Canada) as well as sports blockbusters from the EA SPORTS(TM) brand, including Madden NFL Football, FIFA Soccer and NASCAR(R). EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone(TM) and iPod(R). For more information about EA Mobile, please visit www.eamobile.com.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is 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 EA Mobile™ 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>.

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 400 digital media properties worldwide, and includes [MTV](#), [VH1](#), [CMT](#), [Logo](#), [Harmonix](#), [Nickelodeon](#), [Nick at Nite](#), [Nick Jr.](#), [TeenNick](#), [AddictingGames](#), [Neopets](#), [COMEDY CENTRAL](#), [SPIKE](#), [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.

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