



EA and Harmonix Rock the Mobile Gaming World with ROCK BAND™ Reloaded

Songs from Top Artists and Vocal Recognition Headline First Ever iPad-Exclusive Version;

New iPhone and iPod Touch Versions Also Launch on the App Store Today

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- EA Mobile™— a division of Electronic Arts Inc. (NASDAQ:ERTS), Harmonix Music Systems Inc. — the world's premier music video game developer, and MTV Games — a part of Viacom's MTV Networks (NYSE: VIA and VIA.B), today announced that *ROCK BAND™ Reloaded* is now available on the App StoreSM. The iPad™ exclusive HD version and the version for iPhone® and iPod touch® offers players an initial powerhouse setlist of songs from artists including Nirvana, Billy Idol, No Doubt, Nine Inch Nails and Vampire Weekend. More than 20 songs will be available today with new tracks launching throughout the holidays. Plus, for the first time, *ROCK BAND Reloaded* players now have a "5th Way to Play" by singing directly into their iPhone, iPod touch and iPad utilizing new vocal recognition features.



"*ROCK BAND Reloaded* is the experience fans have been waiting for, innovating on the popular franchise and bringing the entire band onto the iPad and iPhone for the first time," said Travis Boatman, Vice President of Worldwide Studios for EA Mobile. "These games bring a deep *ROCK BAND* experience to mobile players in very cool and creative new ways. Innovative vocal recognition features, social integration connecting players to their friends and challenging gameplay modes will drive forward the mobile music genre and provide the best music experience to players."

New vocal recognition features introduce players to a unique way to play by singing directly into their iPhone, iPod touch or iPad to earn points. Players can showcase their inner rock star by picking from a setlist of songs that include "Hella Good" by No Doubt, "Kryptonite" by 3 Doors Down, "Your Decision" by Alice in Chains, "White Wedding" by Billy Idol, "In Bloom" by Nirvana, "A-Punk" by Vampire Weekend and many more. In addition to the songs included with the initial purchase, free* tracks are available in the Music Store along with Premium Packs by The All American Rejects, Third Eye Blind, Blink-182 and other top-selling artists available through In App

ROCK BAND Reloaded Rocks the iPad for the first time! (Photo: Business Wire)

Purchase.

For the first time on iPad, *ROCK BAND Reloaded* packs delivers device-exclusive features including a Multiplayer mode where players can challenge friends live in a head-to-head split-screen environment. Flexible controls provide for ultimate customization of all play styles. The iPad game's new "Big Drums" layout increases the interactivity of this fan-favorite instrument. Songs are now more accessible to players with custom playlists in Quick Play and quick replay using an "Encore" feature.

Other game features include a new Expert mode for experienced players along with a World Tour mode that enables players to rock six cities and 36 events earning up to 50 awards and achievements all while living the Rock N' Roll dream. By logging into Facebook, players have access to the News Center where they can find out when new songs launch, follow friends' exploits and directly challenge their friends' accomplishments with a simple touch of the screen. And for those just looking to jam, get "the band" together via local WiFi and Bluetooth and play live on guitar, bass, drums, or vocals with up to three bandmates using their own iPad, iPhone or iPod touch**.

ROCK BAND Reloaded and *ROCK BAND Reloaded HD* are available today from the App Store on iPad, iPhone and iPod touch, or at www.itunes.com/appstore/. Assets and additional press information on *ROCK BAND Reloaded* can be found at <http://info.ea.com>. For the most up to date *ROCK BAND Reloaded* set list, visit <http://www.ea.com>.

EA Mobile has a solid reputation for its pioneering and market leadership in mobile gaming, and has been a definitive player with the rise of Apple devices as gaming platforms. Popular games include *SCRABBLE*, *Tetris*, *MONOPOLY* and *BATTLESHIP*, which have consistently ranked among top sellers and, in 2009, *The Sims® 3* was the #1 best-selling game on the App Store. For more information about EA Mobile, please visit www.EAMobile.com, join us on Facebook at www.facebook.com/EAMobile or follow us on Twitter at www.twitter.com/EAMobile.

** Internet connection required. Data rates may apply.*

***Vocals/voice feature not available on the 1st generation iPod touch. Microphone required to play vocals/voice on the 2nd and 3rd generation iPod touch. Headset required to play vocals/voice on 1st generation iPhone.*

About EA Mobile

EA Mobile™ is the world's leading wireless entertainment publisher with award-winning games such as *Tetris®*, *Bejeweled®*, *The Sims™*, and *Need For Speed™*. The EA Mobile portfolio also includes casual games based on the company's alliance with Hasbro, Inc. including *MONOPOLY*, *YAHTZEE* and *SCRABBLE* (in the U.S. and Canada) as well as sports blockbusters from the EA SPORTS™ brand, including Madden NFL Football, FIFA Soccer and NASCAR. EA Mobile develops games for multiple mobile platforms including mobile phones, smartphones, the iPhone®, iPad™ and iPod touch. 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 Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles that sold more than one million units. 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 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.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6532229&lang=en>

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Source: Electronic Arts

News Provided by Acquire Media