

**FOR IMMEDIATE RELEASE**

## **Rock Band Goes to Japan**

### **Harmonix and MTV to Partner with Q Entertainment for Rock Band: Japan**

**CAMBRIDGE, Mass - June 2, 2008** - Harmonix Music Systems, the leading developer of music-based games, and MTV Games, a part of Viacom's MTV Networks (NYSE: VIA, VIA.B), announced today that they will team up with Q Entertainment, a leading Japanese music game designer, to bring the best-selling music videogame *Rock Band* to Japan. The two studios will work together to develop the title, marking the first US-originated rock music game to be heavily localized for the Japanese market. The game will feature Japanese musical acts as well as other localized assets.

Rock Band's return to the birthplace of rhythm games will benefit from Q Entertainment's experience designing progressive and engaging games many of which have a heavy focus on integrating music elements into gameplay. Since its founding in 2003, Tokyo based Q Entertainment has become a leader in rhythm oriented titles, including the critically acclaimed music and luminary action puzzle game series *Lumines*, and the recently released Extend Every Extra Extreme (E4) and Rez HD for Xbox Live.

Today's announcement was also featured Saturday at the 2008 MTV Video Music Awards - Japan, where a Rock Band trailer was presented. The US-version of Rock Band was also prominently featured backstage and at the afterparty, giving Japanese attendees a taste of what's to come in the newly announced title.

*Rock Band*, which has sold over 3 million units in North America and Europe, is an all-new platform for music fans and gamers to interact with music. The game challenges players to put together a band and tour for fame and fortune, mastering lead/bass guitar, drums and vocals. With more master recordings than any other music game, *Rock Band* features some of the world's biggest rock artists and spans every genre of rock ranging from alternative and classic rock to heavy metal and punk.

*Rock Band* is a true music platform, with over 12 million songs sold as downloadable content since its initial release. There are currently over 140 songs available for download in the *Rock Band* Music Store and Harmonix continues to release new music every week.

Since its North American release in 2007, *Rock Band* has garnered over 40 awards including Game Critics Award: Best of Show E3 2007 and three awards at The 11th Annual Interactive Achievement Awards including Outstanding Innovation in Gaming, Family Game of the Year, and Outstanding Achievement in Soundtrack.

For more information on *Rock Band* and Harmonix Music Systems please visit [www.rockband.com](http://www.rockband.com) and [www.harmonixmusic.com](http://www.harmonixmusic.com).

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**About MTV Networks**

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 150 channels worldwide, owns and operates the following television programming services - MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN/THE N, VH1 CLASSIC, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 300 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

**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](http://www.harmonixmusic.com)

**About Q Entertainment Studios, Inc**

Formed in 2003, Tokyo-based Q ENTERTAINMENT, Inc. creates, produces, and consults in digital entertainment content across multiple game consoles, PC broadband and mobile units. It is best known for their critically acclaimed music and luminary action puzzle game series "Lumines," which was released worldwide in 2004/2005 for the PSP® system (PlayStation®Portable) and has now developed into mobile ("Lumines Mobile"), Xbox LIVE Arcade ("Lumines Live!") and PlayStation®2 ("Lumines Plus") platforms. Q ENTERTAINMENT's impressive line-up also includes the action puzzle title "Meteos" for the Nintendo DS™, the fast-paced action-shooter "Rez HD" for Xbox LIVE Arcade and fantasy action title "Ninety-Nine Nights" for the Xbox 360™.

Founded by principal game creator and Chief Creative Officer Tetsuya Mizuguchi ("Sega Rally" franchise, "Space Channel 5," and "Rez") and industry veteran and Chief Executive Officer Shuji Utsumi (Sony Computer Entertainment America, Sega, Disney), Q ENTERTAINMENT is comprised of experienced designers, programmers, and producers. Q ENTERTAINMENT collaborates with other creators, artists and development studios in Japan and overseas. With a large network and enthusiasm, Q ENTERTAINMENT is always on the "Quest for the future entertainment," anticipating the trends and changes in times to come and brings new value to the game industry with fresh new content. More information can be found on the Internet at <http://www.qentertainment.com>.