

FOR IMMEDIATE RELEASE

# THE BEATLES ROCKBAND™

## Sir Paul McCartney, Ringo Starr, along with Yoko Ono Lennon and Olivia Harrison Come Together for World Premiere of *The Beatles™ : Rock Band™*

*Unique Experiential Journey Through The Beatles' Career to Feature Introduction of Three-Part Vocal Harmonies, 45 Songs On-Disc and Reveal of First Downloadable Album, Abbey Road*

*"All You Need Is Love" To Be Released Exclusively as Downloadable Song Through Xbox LIVE on 9/9/09 with Charity Proceeds to Benefit Doctors Without Borders*

**New York – June 1, 2009** – Original band members Sir Paul McCartney and Ringo Starr, along with Yoko Ono Lennon and Olivia Harrison, came together today to kick off the 2009 E3 Media & Business Summit with the world premiere of ***The Beatles: Rock Band***. The first-of-its-kind music-based video game offers a revolutionary tour of The Beatles' music, career, and legacy. Presented by Apple Corps, Ltd., and MTV Games' Harmonix Music Systems, a part of Viacom's MTV Networks (NYSE: VIA, VIA.B), ***The Beatles: Rock Band*** will be released worldwide on 9/9/09, as will the release of the entire, original, digitally re-mastered Beatles CD catalogue.

Unveiled at Microsoft's E3 press conference, the game represents the first time fans will be able to experience The Beatles' musical career for themselves. From the early touring days in 1963 Liverpool to the immortal, final performance on the Apple Corps rooftop, fans can follow in the band's footsteps as they traverse the globe during the height of Beatlemania. Adding to the experience is the introduction of three-part vocal harmonies to game play, allowing gamers to revel in the unparalleled vocal stylings of the Fab Four. Beatles fans will also be thrilled to hear previously unreleased authentic voice recordings from John, Paul, George and Ringo chatting between takes during studio sessions recorded at Abbey Road more than four decades ago.

Of The Beatles' epic catalogue, 45 songs will be available on-disc. Giles Martin, co-producer of The Beatles innovative LOVE album project and Music Supervisor / Creative Producer for ***The Beatles: Rock Band***, unveiled the first ten songs that will be available on the game-disc: "I Saw Her Standing There," "I Want To Hold Your Hand," "I Feel Fine," "Taxman," "Day Tripper," "Back In The USSR," "I Am The Walrus," "Octopus's Garden," "Here Comes The Sun," and "Get Back." Additional songs will be announced at a later date. Along with these 45 songs, the entire *Abbey Road* album will be available for future download purchase, as will additional music from The Beatles' catalogue.

It was also announced today that "All You Need Is Love," will be released exclusively on Xbox 360® video game and entertainment system from Microsoft as a downloadable song for ***The Beatles: Rock Band*** through Xbox LIVE on September 9, 2009 with all Apple Corps Ltd, MTV Games and Microsoft proceeds benefitting Doctors Without Borders/Médecins Sans Frontières

(MSF). Sir Paul McCartney and Ringo Starr, along with Yoko Ono Lennon and Olivia Harrison, personally selected the international emergency medical humanitarian organization created by doctors and journalists in France in 1971 as the beneficiary of the proceeds from the sales of “All You Need Is Love” for **The Beatles: Rock Band**. Doctors Without Borders provides aid in more than 60 countries to people whose survival is threatened by violence, neglect, or catastrophe, primarily due to armed conflict, epidemics, malnutrition, exclusion from health care, or natural disasters. The organization is committed to bringing quality medical care to people caught in crisis regardless of race, religion, or political affiliation.

**The Beatles: Rock Band** story mode will take fans on an interactive, experiential journey through The Beatles career. Along the way, venues, set lists, clothing and instruments will replicate the band’s rise to fame, represented in The Beatles’ touring period from 1963 to 1966 and their studio days from 1966 to 1969.

The game begins during the band’s earliest days at The Cavern Club in Liverpool, England. Gamers will then travel across the Atlantic to experience the band’s unforgettable 1964 performance on *The Ed Sullivan Show*, the sold-out concert at New York’s Shea Stadium in 1965, and conclude at The Beatles’ memorable concert at Budokan in Tokyo, Japan in 1966. The Beatles’ studio years will come to life in legendary Studio 2 at Abbey Road Studios. Highlighting the studio years are inspired artistic visual expressions known as Dreamscapes, intended to transport players to imaginative environments that capture the essence of The Beatles’ genre-busting musical and fashion transformations during their later years. The game follows The Beatles to 1969 where story mode culminates with their final performance on the rooftop of the Apple Corps Headquarters. **The Beatles: Rock Band** will be displayed during the 2009 E3 Media & Business Summit in the MTV Games booth in the South Hall # 2023.

As previously announced, **The Beatles: Rock Band** will offer a new set of hardware replicas representing the instruments made famous by John, Paul, George and Ringo. Featured in the set are the Rickenbacker 325 and Gretsch Duo Jet guitars—hailed as two of the celebrated, signature instruments played by John Lennon and George Harrison throughout their careers. Also included is a Höfner bass controller—a large-scale replica of the bass famously used by Sir Paul McCartney. Rounding out the set is a Ringo Starr inspired, Ludwig-branded Rock Band 2 drum set with a classic pearl finish and vintage replica Beatles kick drum head.

**The Beatles: Rock Band** will be available simultaneously worldwide in North America, Europe, Australia, New Zealand and other territories for the Xbox<sup>®</sup>360 video game and entertainment system from Microsoft, PLAYSTATION<sup>®</sup>3 computer entertainment system from Sony, and the Wii<sup>™</sup> home videogame console from Nintendo on September 9, 2009. The game will be compatible with all **Rock Band**<sup>™</sup> instrument controllers, as well as most Guitar Hero<sup>®</sup> and other third party music video game peripherals and microphone.

**The Beatles: Rock Band** marks the first time that Apple Corps, along with EMI Music, Sony/ATV Music Publishing, Harrisongs Ltd and Startling Music Ltd has agreed to present The Beatles music in an interactive video game format. **The Beatles: Rock Band** will be published by MTV Games and developed by Harmonix, the world’s premier music video game company and creators of the best-selling **Rock Band**. Electronic Arts Inc. (NASDAQ: ERTS) will serve as distribution partner for the game. In addition, Giles Martin, co-producer of The Beatles innovative LOVE album project, is providing his expertise and serving as Music Producer for this groundbreaking Beatles project.

For more information on ***The Beatles: Rock Band***, as well as art and video assets, please visit <http://www.thebeatlesrockband.com/press>.

To access b-roll footage, including:

- Paul McCartney and Ringo Starr, along with Yoko Ono Lennon, and Olivia Harrison
- 30 seconds The Beatles: Rock Band on-stage demo performance
- Alex Rigopulos CEO And Co-Founder of Harmonix Music Systems
- Van Toffler, President of MTV Networks Music Group
- Giles Martin, Music Supervisor and Creative Producer for The Beatles: Rock Band

### **North American Satellite Coordinates**

Date: Monday, June 1, 2009  
Times: 4:30 – 5:00 PM EDT & 7:00 – 7:30 PM EDT  
Satellite: Galaxy 3C at 95.0°W  
Transponder: C-04/ Analog 36 MHz.  
Downlink Freq.: 3780 MHz. Vertical Polarity  
Audio: 6.2/6.8 MHz.

### **European Satellite Coordinates**

Date: Monday, June 1, 2009  
Time: 20:30-21:00 GMT  
Satellite: Eutelsat W2-A @ 10.0 Degrees East  
Transponder: F-06 (Digital) 9 MHz. (Ku Band)  
Channel: "D"  
Downlink Freq.: 12,703.83 MHz. Vertical Polarity  
FEC: 3/4  
Symbol Rate: 6.1113  
Audio: Ch. 1 & Ch. 2

### **FTP Details**

Date: Monday, June 1, 2009  
Time: 4:30 PM EDT  
URL: <http://cdn.cloudfiles.mosso.com/c99362/thebeatlesrockband.mov>

### **About Apple Corps. Ltd.**

Apple Corps Ltd. was founded by The Beatles in 1968 to look after the group's own affairs. The London-based company has administered the catalogue of The Beatles releases of the 1960s that have sold to date more than 600 million records, tapes and CDs. Since the 1990s, Apple has piloted new Beatles projects that have become benchmarks for pioneering accomplishment and which have included The Beatles Anthology projects, the 28-million selling album The Beatles 1 and The Beatles LOVE show and CD. Further information on The Beatles' projects can be found at [www.thebeatles.com](http://www.thebeatles.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 350 digital media properties worldwide, and includes MTV, VH1, CMT, LOGO, Harmonix, Nickelodeon, Nick at Nite, Noggin, The N, Addicting Games, Neopets, COMEDY CENTRAL, Spike TV, TV Land, Aton, 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 ground-breaking 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 Electronic Arts Inc.**

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](http://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 Doctors Without Borders/Médecins San Frontières (MSF)**

Doctors Without Borders delivers emergency aid in more than 60 countries to victims of armed conflict, medical catastrophe, natural disasters, malnutrition, and neglected disease. The organization brings quality medical care to people caught in crisis regardless of race, religion, or political affiliation, and operates independently of any political, military, or religious agendas. Doctors Without Borders was the recipient of the Nobel Peace Prize in 1999. More information at [www.doctorswithoutborders.org](http://www.doctorswithoutborders.org).

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The photo of The Beatles from "A Hard Day's Night" is part of the private collection of, and appears courtesy of, Mr. Bruce A. Karsh.

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