

**FOR IMMEDIATE RELEASE**

## **Green Day, MTV Games, Harmonix and Reprise / Warner Bros. Records Unleash *Green Day: Rock Band™* on the World June 8, 2010**

*Full standalone music video game experience features 47 exportable tracks, rare access to the Green Day media vault, artist likenesses and more!*

**New York – March 11, 2010** – Multi-platinum selling and Grammy® Award winning group Green Day, along with Harmonix, the leading developer of music-based games, MTV Games, a part of Viacom's MTV Networks (NYSE: VIA, VIA.B), and Reprise / Warner Bros. Records today announced that *Green Day: Rock Band™*, the full standalone music video game experience that celebrates Green Day's historic career and genre-defining albums will launch worldwide June 8, 2010, for the Xbox 360® video game and entertainment system from Microsoft, PlayStation®3 computer entertainment system and the Wii™ system from Nintendo.

*Green Day: Rock Band* allows players to step onto the stage and into the shoes of Green Day, the multi-platinum, Grammy® Award-winning band that jump-started the punk-pop revival and has continued to pave the way for American rock music into the 21<sup>st</sup> century. Taking on the likenesses of Green Day members Billie Joe Armstrong, Mike Dirnt and Tré Cool, players progress through the story and history of Green Day, gaining access into the band's media vault, where they can unlock more than 100 collectible images, and more than 40 minutes of rare and unreleased video from interviews, outtakes and performances.

Featuring the three-part vocal harmony technology Harmonix introduced with the award-winning *The Beatles™: Rock Band™*, *Green Day: Rock Band* gives players access to an incredible setlist of 47 tracks that span the band's career including "Brain Stew," "Jaded," "Hitchin' a Ride," "American Idiot," "Wake Me Up When September Ends" and "Boulevard of Broken Dreams." All 47 tracks are fully exportable, providing players with the opportunity to play the songs in *Rock Band™*, *Rock Band 2™* and the recently announced *Rock Band™3!*<sup>1</sup> In addition, the six Green Day tracks already available in the *Rock Band* Music Store as downloadable content can be played in *Green Day: Rock Band* with added vocal harmonies, unique performance visuals, and exclusive archival material.

*Green Day: Rock Band* pricing is as follows:

- ***Green Day: Rock Band standalone game*** for Xbox 360/PlayStation 3 system
  - US MSRP \$59.99
- ***Green Day: Rock Band standalone game*** for Wii system
  - US MSRP \$49.99
- ***Green Day: Rock Band Plus*** for Xbox 360/PlayStation 3 system (US/Canada only)
  - US MSRP \$69.99
  - Includes special packaging, export and six Green Day DLC tracks (\$22 total value)

*Green Day: Rock Band* will be released simultaneously in North America, Europe, Australia, New Zealand and other territories on the Xbox 360® video game and entertainment system from Microsoft, PlayStation 3 computer entertainment system and Wii. The game is compatible with all *Rock Band™* instrument controllers, as well as most Guitar Hero® and other third-party music video game peripherals and microphones.

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<sup>1</sup> *Green Day: Rock Band™* features an export fee of \$9.99 for Xbox 360 and PlayStation 3 system. The export feature is not available for the Wii system.

This latest *Rock Band* title aims to encapsulate the spirit and energy of a band that has sold more than 50 million records worldwide and been hailed as one of the best live acts touring today. Green Day has won critical acclaim and numerous accolades, including Grammy Awards for Best Alternative Music Performance for *Dookie*, Best Rock Album for *American Idiot* and Record of the Year for their smash hit "Boulevard of Broken Dreams." Earlier this year, Green Day released their eighth studio album, *21st Century Breakdown*, on Reprise Records. The album debuted at No. 1 on the Billboard Top 200 chart, as well as on the Rock, Active Rock and Alternative charts, fueled by the alternative radio No. 1 single "Know Your Enemy," and won the Grammy Award for Best Rock Album.

*Green Day: Rock Band* is rated "T" for Teen by the ESRB.

*Green Day: Rock Band* is 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) is serving as distribution partner for the game.

For more information on *Green Day: Rock Band* or to gain access to new screenshots, video trailer, pack fronts and other art please visit <http://www.rockband.com/press/greenday>.

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#### **About Green Day**

Green Day (Music & Lyrics) – vocalist/guitarist Billie Joe Armstrong, bassist Mike Dirnt, and drummer Tré Cool – were kids from working-class backgrounds who came of age in the underground punk scene in Berkeley. Even though they had released two records prior (1039 / Smoothed Out Slappy Hours and Kerplunk), they announced their arrival with 1994's *Dookie*, a dynamic blast of exuberant punk-pop that sold 15 million copies and earned the band its first Grammy® Award for Best Alternative Music Performance. Over the years, Green Day continued to top the charts with their subsequent studio albums *Insomniac*, *Nimrod*, and *Warning*, while entertaining millions of fans with their frenetic live shows. But it was their landmark 2004 album *American Idiot* that launched Green Day into the stratosphere. *American Idiot* debuted at No. 1 on the Billboard chart, spawned five hit singles, earned seven Grammy® nominations (winning two, including Best Rock Album), and raised the bar for modern rock and roll. Last year, Green Day released its new album *21st Century Breakdown*, which won a 2010 Grammy® Award for Best Rock Album. It spawned two hit singles: the gold "Know Your Enemy," which was the first song ever to top Billboard's Rock, Alternative, and Mainstream Rock charts simultaneously, and the platinum "21 Guns," which earned them three 2009 MTV Video Music Awards including Best Rock Video. Green Day also took home an American Music Award for Favorite Alternative Rock Music Artist. For more about the band, visit [www.greenday.com](http://www.greenday.com).

#### **About Reprise / Warner Bros. Records**

Reprise / Warner Bros. Records is one of the most successful recording companies in music history and home to some of the most influential and innovative established and emerging artists of our time. Under the guidance of Chairman/CEO Tom Whalley, the Warner Bros. family of labels, which includes Warner Bros. Records, Reprise Records, Sire Records, Nonesuch, and Asylum, has taken a visionary approach toward discovering and nurturing musical talent. It is currently home to an impressive roster of major artists, including The Black Keys, Bone Thugs n' Harmony, Michael Bublé, Disturbed, Enya, Eric Clapton, The Flaming Lips, Goo Goo Dolls, Josh Groban, Gucci Mane, Iyaz, Jason Derulo, K.D. Lang, Linkin Park, Mastodon, Metallica, Michelle Branch, Muse, My Chemical Romance, Neil Young, New Boyz, R.E.M., Red Hot Chili Peppers, Damien Rice, Rilo Kiley, Seal, Regina Spektor, Tom Petty & The Heartbreakers, The White Stripes, Wilco, and many others.

#### **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](http://www.harmonixmusic.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: EATM, EA

SPORTSTM, EA Mobile TM and POGOTM. 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>.

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