



## FOR IMMEDIATE RELEASE:

**NEW YORK, NY, November 12, 2009** – MTV Games and EMMY® Award-Winning, New York City-based RWS and Associates Entertainment Inc., today announced an agreement that will allow RWS & Associates to bring the MTV Games' hit Rock Band™ music video game, onto the stages of theme parks across the U.S!

This one of a kind, multi-media spectacle, entitled, **“Rock Band™ Live; an Interactive Experience”** will take the popular video game, Rock Band, and infuse it with cutting edge, live stage show elements. **“Rock Band™ Live; an Interactive Experience”** will feature all of the popular gaming interaction; including the instruments, the music, and the in-game graphics. Park guests will be given opportunities throughout the day to “show off” their Rock Band skills which will later garner them a feature role in the night showing of **“Rock Band™ Live; an Interactive Experience.”** This show will be the first of its kind and will debut in summer '10.

“Rock Band is an engaging social experience so we are excited to work with RWS and Associates, a premiere creative shop, to bring fans even more fun during their theme park visits,” said Christina Glorioso, VP, Marketing Partnerships, MTV Games.

“We are thrilled to be able to bring a brand like Rock Band to the stage. I really believe that the elements found within the video game are the perfect pairing for a live stage show. The show will be a hit for fans of all ages,” said Executive Producer of RWS and Associates Entertainment Inc., Ryan Stana.

For more information on how to bring this one of a kind brand to your venue or to learn more about RWS, visit [www.rwsandassociates.com](http://www.rwsandassociates.com)

## ABOUT RWS & ASSOCIATES

EMMY® Award-Winning, New York City-based RWS & Associates Entertainment Inc. (Ryan Stana, Executive Producer) is a full service entertainment firm that provides high quality custom-designed and pre-packaged entertainment throughout the world. RWS is dedicated to superior entertainment that excites and delights everyone. RWS' performers, directors, choreographers, orchestrators, casting directors, lighting and scenic designers come directly from the Broadway stage. This allows RWS to create award-winning entertainment events and live shows for corporations, theme parks, cruise ships, resorts, shopping centers, and conventions, as well as live and taped programs for television. The RWS creative staff prides itself on being attentive to every detail and exceeding the highest standards. The result is an event or show that precisely hits the target audience while translating revenue directly to your bottom line.

## 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](#), [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](http://www.harmonixmusic.com)

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