

MTV Games and Paramount Pictures Take STAR TREK and Rock Band(R) 'Where No Man Has Gone Before'

First-of-its-Kind Promotion to Rock Fans During Month Lead-Up to the Film's Release on May 8, 2009

NEW YORK, April 1 /PRNewswire/ -- MTV Games and Harmonix's Rock Band® are joining forces with Paramount Pictures and Spyglass Entertainment to celebrate the May 8th theatrical release of the film STAR TREK from director/producer J.J. Abrams. The first-of-its-kind collaboration will fuse together the massive cultural followings of both STAR TREK and the video game phenomenon Rock Band to engage fans with free music, an in-game battle of the bands, and futuristic avatar creation contest.

Beginning today, fans can register for a 15-day sweepstakes that will give away 500 free Rock Band Music Store downloads each day from April 7th through April 21st for the Xbox LIVE Marketplace for Xbox 360® and PlayStation®Store for PlayStation3.

And if that's not enough - fans will want to fire up Rock Band 2's online Battle of the Bands mode to participate in the STAR TREK Ultimate Battle. Bands of three to four players can battle the Rock Band galaxy. The band with the highest score will win a STAR TREK hometown movie screening for their band and their friends. Additionally, twenty randomly selected players will win an awesome STAR TREK/Rock Band prize pack equipped with STAR TREK and Rock Band gear. The Battle of the Bands component will begin on April 20th and run through April 27th.

The Rock Band and STAR TREK promotion will culminate when the first-ever avatar creation contest launches on April 27th. Fans will be asked to create a futuristic avatar in-game and export it to RockBand.com for the community and Harmonix team to judge the winner. The Duke of Gravity will ultimately decide which avatar has what it takes to rock with the Enterprise crew. The winner will be chosen on May 11th and win "The Future is Now" prize pack including the top of the line Rock Band game accessories.

For more information on Rock Band and STAR TREK's collaboration, visit www.ROCKBAND.com\StarTrek.

STAR TREK opens in theatres worldwide on Friday, May 8th.

About STAR TREK

From director/producer J.J. Abrams ("MISSION: IMPOSSIBLE III," "Fringe," "Lost" and "Alias"), producer Damon Lindelof and executive producers Bryan Burk and Jeffrey Chernov and screenwriters/executive producers Roberto Orci & Alex Kurtzman ("TRANSFORMERS," "MI: III"), comes a new vision of the greatest space adventure of all time, STAR TREK, featuring a young, new crew venturing boldly where no one has gone before. Paramount Pictures and Spyglass Entertainment Present a Bad Robot Production STAR TREK starring John Cho, Ben Cross, Bruce Greenwood, Simon Pegg, Chris Pine, Zachary Quinto, Winona Ryder, Zoe Saldana, Karl Urban, Anton Yelchin, Eric Bana and Leonard Nimoy, and based upon "Star Trek" created by Gene Roddenberry. The film's director of photography is Dan Mindel, ASC; the production designer is Scott Chambliss; the film is edited by Maryann Brandon, A.C.E. and Mary Jo Markey, A.C.E.; the costume designer is Michael Kaplan; the visual effects and animation are by Industrial Light & Magic; and the music is by Michael Giacchino. This film has not yet been rated.

About Rock Band

Rock Band and Rock Band 2 are available for the Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 and PlayStation®2 computer entertainment systems and Wii™ home videogame console from Nintendo. Rock Band continues to satisfy music fans' and gamers' voracious appetite for rock with more than 570 songs available through the Rock Band Music Store and 36 million paid downloads since its launch on November 20, 2007. For more information on Rock Band 2 and Harmonix Music Systems please visit www.rockband.com and www.harmonixmusic.com.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group and Worldwide Television Distribution.

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 .

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