



SPiKE TV 2007 VEGA OVERVIEW

VIDEO GAMES LIVE TO PERFORM AT SPIKE TV'S "VIDEO GAME AWARDS" PREMIERING SUNDAY, DECEMBER 9

Appearance Marks National Television Debut of Video Games Live

Hollywood, CA - In yet another ground-breaking effort to show how artistic and cultural video games and their music have become, the world's leading video game concert series Video Games Live will be making their national television debut at Spike TV's 2007 "Video Game Awards" on Sunday, December 9 at 9:00 PM ET. Video Games Live will perform a select number of hits from their world touring event as well as brand new never before seen material.

Spike TV's 2007 "Video Game Awards" pays tribute to the outstanding achievements of games, designers, animation, breakthrough technology, music and performances of the past year in the industry. The awards also provide a glimpse at the future of gaming – including exclusive sneak peeks and world premiere footage of some of the most anticipated games of 2007 and beyond. Taping in Las Vegas on Friday, December 7, the 5th anniversary celebration will gather some of the world's hottest creators and designers as they honor the year's greatest achievements gaming.

"It was quite an honor for us to be contacted about performing in the show," said prolific video game composer and Video Games Live co-creator/host Tommy Tallarico. "Spike TV's goal of celebrating video games and bringing them to the masses is exactly the reason we created Video Games Live in the first place." Video game composer and co-creator/conductor Jack Wall added, "We're really excited about this opportunity which gives us a platform to reach millions of people. We have a few new surprises in store for the audience that we're really looking forward to performing live."

The night will feature award presentations and appearances by magician Criss Angel, "TNA" wrestling stars Kurt and Karen Angle, actress Tia Carrere, "Chuck" stars Joshua Gomez and Zachary Levi, skateboarding legend Tony Hawk, former NFL star Rocket Ismail, UFC light heavyweight champion Quinton "Rampage" Jackson and "Ultimate Fighter 1" champ Forrest Griffin, legendary boxing promoter Don King, MTV reality couple Heidi Montag and Spencer Pratt, NFL quarterback and Heisman trophy winner Matt Leinart, rock star Dave Navarro, "Jackass" Steve-O, comedian Patton Oswalt, comedian and Comedy Central star Brian Posehn, MTV's Tila Tequila, actor Anton Yelchin and many more will be announced shortly.

Spike TV's 2007 "Video Game Awards" tapes Friday, December 7 at the Mandalay Bay Events Center in Las Vegas and will premiere Sunday, December 9 (9:00-11:00 PM, ET/PT). The official sponsors of Spike TV's 2007 "Video Game Awards" are Burger King®, GameStop™, Mountain Dew, Stride™ Gum, Tag™, U.S. Air Force, and Verizon Wireless. Spike TV is available in 96.1 million homes and is a division of MTV Networks. MTV Networks, a division of Viacom International Inc.



Money Train & Samuel Jackson



Money Train & Chris Angel

We just got done covering the Morf Mobile Red Carpet for Spike TV's 2007 Video Game Awards. And we had a fun time. The Morf Mobile footage of the interviews will be posted soon on Hiphopbattle.com. We got everyone on the VGA tip sheet that came like Spike TV VGA host Samuel Jackson, Chris Angel, Dave Navarro, Rob & Big, Don King, and Vida Guerra who of was looking as fine as ever.



Money Train & Tia Carrere



Money Train & MTV's Rob & Big

I wanted to interview Kid Rock, but he did not walk the Red Carpet. In fact, there were many celebs who were in attendance or received VGA awards that did not walk the VGA Red Carpet. I would have loved to have interviewed Tila Tequila, Steve-O or Krystin Bell. But half of the top tip sheet celebs did not hit the carpet. I mean if you are a major awards show you should get all the top celebs you invite as presenters and performers to walk the Red Carpet. That what would happen in LA or New York, but Vegas has so many ways to escort and sneak in VIPS through casinos that it seems not necessary to do the Red Carpet. And to be frank about it a celeb's publicists will only recommend doing a Red Carper walk through if they believe the press is at a top caliber. That might sound harsh, but it is the truth. Or sometimes Extra and Access Hollywood are granted backstage presence to interview stars. Or the VGAs can itself have celeb exclusives

backstage that did not occur on the Red Carpet. Whatever the reason the video game Industry needs to get its act together. With the dismal 2007 EForAll trying to replace the e3, this lackluster star laden event is not what you expect from an Industry that generates 8 Billion a year in profits. I mean Hollywood has real stars and makes blockbuster films. But the VGAs still are trying to prove that they are a significant player in the entertainment awards arena. I was at the SpikeTV VGAs two years ago and it was held at the Universal Amphitheatre. It was sold out and if you did not have a pass you could not inside. The atmosphere was buzzing with excitement and there were performances by Missy Elliot, The Rock was there and 50 Cent picked up an award. At this year's Spike TV 2007 VGAs the only Hip-Hop head on the Red Carpet was Chingy. And I knew the VGAs would be packed because the first sign I saw before checking in as press was the stream of people who were being ushered in as seat fillers. I keep thinking there is going to be a video game executive leader emerge out of nowhere and start showing the world what this powerful business can really do. I mean Halo 3, Guitar Hero and Rock Band alone have made more millions than all the new Hollywood films released in October and November. But who would know that?



Money Train & Kurt Angle

Money Train & Don King

Lastly, Spike TV's 2007 Video Game Awards took on a greater significance because of the recent Viacom acquisition of Harmonix Music Systems. So it should have been no coincidence that Harmonix's Rock Band walked away with top music awards for Best Soundtrack and Best Rhythm Game. Guitar Hero was also created by Harmonix, but it really had no chance of being a winner at the VGAs. On the VGA Red Carpet Rock Band had a big presence and stand. You had to go right past them and I seriously doubt Guitar Hero would have been allowed top have a prime spot on the Red Carpet as well. So you can read the New York Times articles below and make up your own mind. But as long as Spike TV keeps hosting the VGAs and Viacom keeps getting further into the video game industry, then sooner or later some one is gonna cry foul at what is going on if Viacom's games always win at the Spike TV's Video Game Awards.

By *David L. "Money Train" Watts*



December 10, 2007

BioShock Thriller Wins Spike TV's Award for Video Game of the Year

By [SETH SCHIESEL](#)

BioShock, the noir thriller from Take-Two Interactive, garnered the top prize at the 2007 Spike Video Game Awards presentation in Las Vegas on Friday.

In addition to game of the year, BioShock won for best Xbox 360 game and best original score. Set under the Atlantic Ocean in a libertarian paradise gone wrong, BioShock has impressed players with its lush graphics, emotive voice acting and provocative story line. The title beat out the finalists [Halo 3](#), Mass Effect and the Orange Box for game of the year.

This is the fifth year Spike TV has produced the awards show. The program, with [Samuel L. Jackson](#) as host, was scheduled to have its premiere on Spike TV last night. In addition to performances by Kid Rock and the Foo Fighters, the show included appearances and award presentations by the magician Criss Angel, the promoter [Don King](#), the skateboarder Tony Hawk and the quarterback Matt Leinart, among other celebrities. A Spike spokeswoman said the winners were selected by a panel of 31 industry experts, including employees of Spike and its parent company, [Viacom](#). Another Viacom subsidiary, the game studio Harmonix Music Systems, and its top title this year, Rock Band, also won three awards.

Harmonix, in Cambridge, Mass., developed the hit Guitar Hero music game series before being acquired by Viacom's [MTV Networks](#) last year. Now another company, Activision, owns the Guitar Hero brand, and the new Guitar Hero III is facing off against Harmonix's Rock Band in the marketplace this holiday season.

Viacom has heavily promoted Rock Band on its television networks, including Spike, MTV and VH1, and the game received a hefty dose of attention at the awards presentation, winning for best soundtrack and best rhythm game. In addition Harmonix won studio of the year. Meanwhile Guitar Hero III won nothing. Activision, which recently announced plans to merge with Vivendi's game division, was not shut out, however. Its Call of Duty 4: Modern Warfare, a combat game set in trouble spots, won for best shooter and best military game.

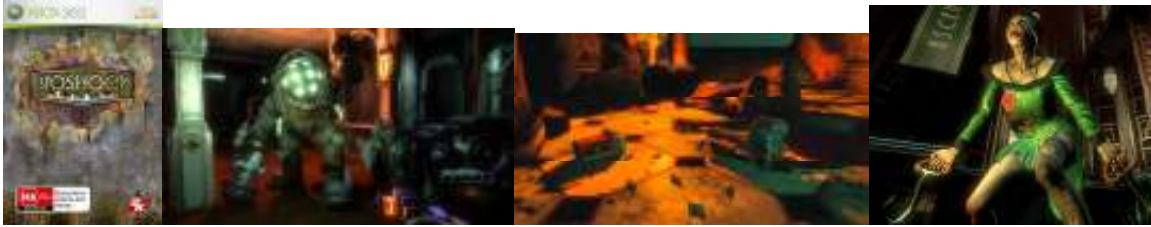
December 10, 2007

Spike Video Game Awards: The Winners

By THE NEW YORK TIMES

Here is a list of winners, with publishers and developers, at the 2007 Spike TV Video Game Awards presentation:

Game of the Year: BioShock (2K Games/2K Boston -- 2K Australia)



Studio of the Year: Harmonix Music Systems



Best Shooter: Call of Duty 4: Modern Warfare (Activision/Infinity Ward)



Best Role-Playing Game: Mass Effect (Microsoft Game Studios/BioWare)



Best Military Game: Call of Duty 4: Modern Warfare (Activision/Infinity Ward)



Best Individual Sports Game: Skate (Electronic Arts/EA Black Box)



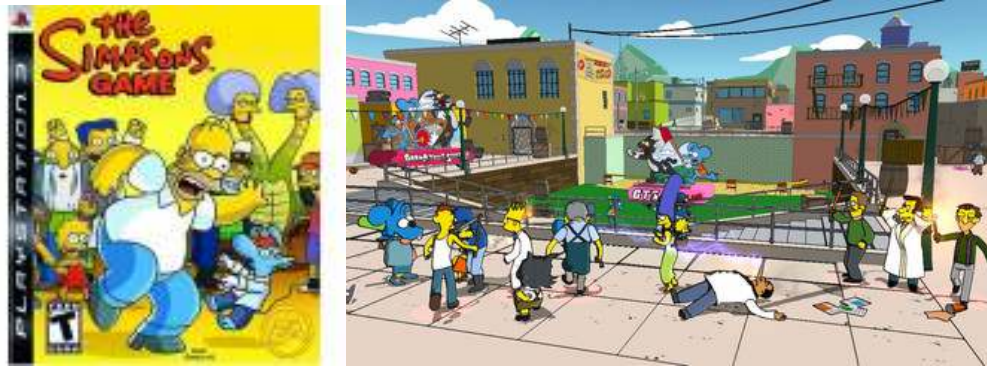
Best Hand-Held Game: The Legend of Zelda: Phantom Hourglass (Nintendo/Nintendo)



Best Graphics: Crysis (Electronic Arts/Crytek)



Best Game Based on a Movie or TV Show: The Simpsons Game (Electronic Arts/EA Redwood Shores)



Best Rhythm Game: Rock Band (MTV Games/Harmonix)



Best Driving Game: DiRT (Codemasters/Codemasters)



Best Action Game: Super Mario Galaxy (Nintendo/Nintendo)



Best Team Sports Game: Madden NFL 08 (Electronic Arts/EA Tiburon)



Best Soundtrack: Rock Band (MTV Games/Harmonix)



Breakthrough Technology: The Orange Box/Portal (Valve/Valve)



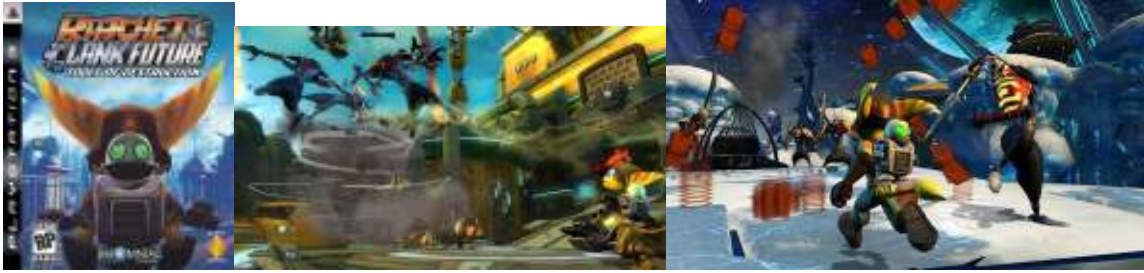
Best Xbox 360 Game: BioShock (2K Games/2K Boston -- 2K Australia)



Best Wii Game: Super Mario Galaxy (Nintendo/Nintendo)



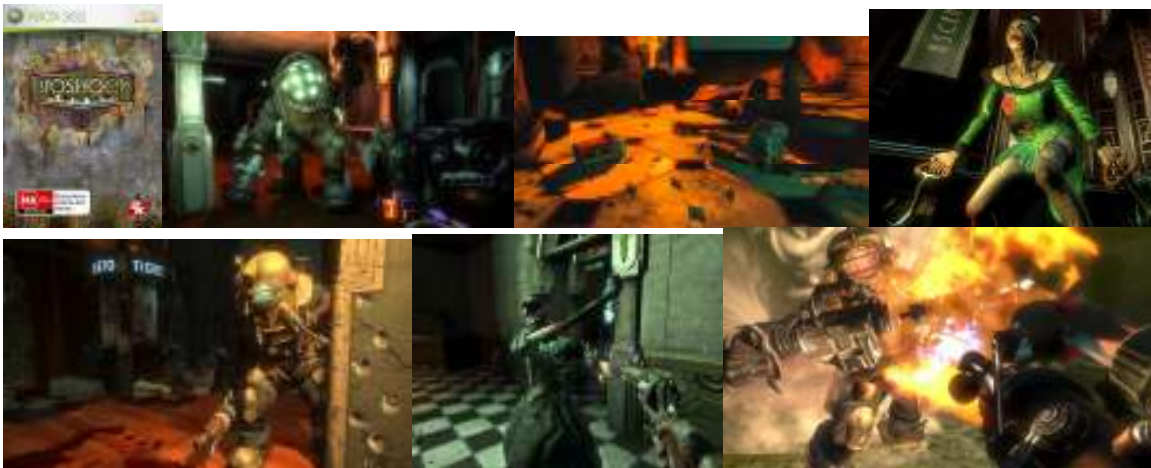
Best Playstation 3 Game: Ratchet & Clank Future: Tools of Destruction (Sony Computer Entertainment/Insomniac Games)



Best PC Game: The Orange Box (Valve/Valve)



Best Original Score: BioShock (2K Games/2K Boston -- 2K Australia)



Best Multiplayer Game: Halo 3 (Microsoft Game Studios/Bungie Studios)



Most Addictive Video Game: Halo 3 (Microsoft Game Studios/Bungie Studios)

