



## MUSIC SUPERSTAR

## BEYONCÉ

### COMPLETES 2009 MTV EUROPE MUSIC AWARDS PERFORMER LINEUP

**David The Hoff Hasslehoff, Lil Kim, Jesse Metcalfe & Wladimir Klitschko**

**confirmed as presenters**

**Wednesday 4 November 2009:** Global music icon, Beyoncé, has been unveiled as the final performer at the 2009 MTV Europe Music Awards (EMAs), the news was announced today by MTV Networks International (MTVNI), owned by Viacom Inc (NYSE: VIA, VIA.B). The multi-platinum selling artist, singer and producer will be performing a mesmerizing version of her hit *Sweet Dreams* at the Awards, which air live from the O2 World, Berlin on **Thursday 5 November at 9pm CET**. The 2009 MTV Europe Music Awards are sponsored by **Sony Ericsson**, MTV Games / Harmonix's **The Beatles™: Rock Band™** and **Dell**.

Beyoncé's performance at the EMAs will be rounded out by the global music video premiere of her latest single, *Video Phone*, featuring her fellow EMA nominee Lady Gaga, which airs on MTV TV and online platforms around the world immediately following the Awards from 23.30 CET.

Boosted by the massive success of her recent solo outing, *I am...Sasha Fierce*, Beyoncé has been recognized with four nominations at this year's EMAs including **Best Female** and **Best Live Act**. The versatile performer is also a hot contender in the **Best Song** and **Best Video** categories, for monster hits *Halo* and *Single Ladies (Put a Ring on It)*.

Beyoncé's 2003 solo debut, *Dangerously In Love*, shattered sales records, spawned a sold-out world tour, won an outstanding five Grammy Awards and confirmed her status as one of pop/R&B's premiere songwriters, producers and singers. Her latest album, *I Am...Sasha Fierce*, has topped the album charts around the world and features the singles *If I Were A Boy* - which went #1 in UK, Norway, Sweden, South Africa, Korea, Brazil and Denmark - and *Single Ladies (Put A Ring On It)*, which hit #1 on the American Billboard Hot 100 & R&B charts and spent three weeks at #1 on Germany's airplay-based club charts.

Beyoncé rounds up a glittering lineup of EMA performers including **Foo Fighters**, **Green Day**, **Jay-Z**, **Leona Lewis**, **Shakira**, **Tokio Hotel** and **U2**. The MTV Europe Music Awards will be hosted by **Katy Perry**. Actor, musician and international celebrity **David The Hoff Hasslehoff**, hip hop star **Lil Kim**, World heavyweight boxing champion **Wladimir Klitschko** and actor **Jesse Metcalfe** were also announced as the final names in the presenter roster, joining pop/rock phenomena **Jonas Brothers** plus **Backstreet Boys**, **Juliette Lewis**, **Jean Reno**, **Miranda Cosgrove**, **Asia Argento**, **Bar Refaeli**, **Brody Jenner** and **Batista**. **Joss Stone** will be hosting digital show *2009 EMA: Red Carpet Show* and **Pete Wentz** will host digital show *2009 EMA: All Access* – both of which can be accessed on [www.mtvema.com](http://www.mtvema.com).

Among the highlights expected at Thursday's show will be a short set by music legends **U2**, performed in front of a crowd of 10,000 at Berlin's historic Brandenburg Gate - a symbol of reconciliation and peace for the formerly divided city.

The 2009 MTV Europe Music Awards will take place at the **02 World, Berlin** on **Thursday 5 November 2009** and will be broadcast live on MTV at 21:00 CET.

-ENDS-

#### **Note to Editors**

##### **About the MTV Europe Music Awards**

The 2009 MTV Europe Music Awards will be broadcast live in the following countries : Armenia, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Former Yugoslav Republic of Macedonia, Malta, Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom.

**About MTV Networks International**

MTV Networks International includes the premier multimedia entertainment brands MTV: Music Television, VH1, Nickelodeon, MTVNHD, TMF (The Music Factory), VIVA, Flux, Paramount Comedy, Comedy Central, Game One, Neopets, GameTrailers, Shockwave, Addicting Games, Atom Films and Xfire. MTV Networks' brands are seen globally in 578 million households, in 162 countries and 33 languages via 168 locally programmed and operated TV channels and more than 400 digital media properties. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, radio, recorded music, licensing & merchandising and two feature film divisions, MTV Films and Nickelodeon Movies. MTV Networks is a unit of Viacom Inc. (NYSE: VIA, VIA.B).

**About Sony Ericsson**

Sony Ericsson is a 50:50 joint venture by Sony and Ericsson established in October 2001, with global corporate functions located in London and operations in all major markets. Our vision is to become the industry leader in Communication Entertainment; where new styles of communicating through the internet and social media, become entertainment. Sony Ericsson offers exciting consumer experiences through phones, accessories, content and applications. For more information please visit: [www.sonyericsson.com](http://www.sonyericsson.com).

**About The Beatles: Rock Band**

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 presented The Beatles music in an interactive video game format. *The Beatles: 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*, and available on the Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system and Wii™ console from Nintendo.

**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 Dell**

People worldwide can buy Dell online, by phone and through more than 43,000 stores.