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## **ATARI ANNOUNCES JENGA® ....EDGE-OF-YOUR-SEAT VIDEO GAMING FUN™**

***- Famous Family Fun License to hit Nintendo DS™ and Wii™  
in November 2007 -***

**San Anselmo, CA – July 9, 2007 – Atari, Inc. (Nasdaq: ATAR)**, one of the world's most recognized brands and a third-party video game publisher, today announced that it will publish **Jenga**, based on the world famous wooden block tower building game. Designed to make the most of the innovative control systems on the Wii and DS, the game will offer unpredictable, quick-paced, tactical play that combines suspense and risk-taking, where mounting anticipation comes to a crashing climax. Licensed by Pokonobe Associates and developed by Atomic Planet, **Jenga** for the Nintendo DS and Wii will ship in November 2007. The licensor, Pokonobe Associates, is exclusively represented for interactive gaming by Dimensional Branding Group and the leading interactive representation firm Fog Studios.

"Fans of the Jenga family of games will fall in love with this exciting brand all over again," said Jeremiah Cohn, senior product manager, Atari, Inc. "We are thrilled to deliver this timeless and renowned game with new variations and surprises for the Nintendo DS and Wii."

"We are very pleased that Atari is now bringing Jenga's universal entertainment appeal to video gamers worldwide," added Paul Eveloff of Pokonobe Associates. "This new platform will extend the opportunity to play Jenga to video gamers and generate exceptional new play experiences. Atari's **Jenga** for the Nintendo DS and Wii takes the Edge-of-Your-Seat Fun™ and party game style brilliantly to video game players of all skill levels!"

Players of the Wii version can get physical with the Wii Remote™ and Nunchuk™ controllers as they battle to keep the Jenga tower from falling, while on the DS the touch screen provides equally intuitive control of the fast-paced action. Players will experience sophisticated physics, and a multitude of game-play options (single and multiplayer). The game will contain all the fun, intensity and challenge of the original boxed game with a wealth of exciting new enhancements, power-ups and twists that are possible only in the videogame world. Simple to learn and fun to play, **Jenga** promises great entertainment for all ages.

For more information on Atari and its entire product line-up please visit [www.atari.com](http://www.atari.com).

#### **About Dimensional Branding Group**

Based in the San Francisco Bay Area, Dimensional Branding Group (DBG) focuses on brand licensing with a unique emphasis on strategic marketing and consumer research. DBG specializes in developing evergreen toys, children and iconic brand trademarks into entertainment placement and new extension markets. For more information, visit [www.dimensionalbranding.com](http://www.dimensionalbranding.com) or call 415-442-5110.

#### **About Atari, Inc.**

New York-based Atari, Inc. (Nasdaq: ATAR) develops interactive games for all platforms and is a third-party publisher of interactive entertainment software in the U.S. The Company's 1,000+ titles include hard-core, genre-defining franchises such as *Test Drive*® and mass-market and children's franchises such as *Dragon Ball Z*®. Atari, Inc. is a majority-owned subsidiary of France-based Infogrames Entertainment SA (Euronext – ISIN: FR-0000052573), the largest interactive games publisher in Europe. For more information, visit [www.atari.com](http://www.atari.com).

#### **About Atomic Planet**

Atomic Planet Entertainment Ltd. (APE) is a video game development studio, based in the North East of England, which was formed in August 2000 by industry veterans Darren and Jason Falcus. Both have been developing published games for over 23 years.

#### **About FOG Studios**

FOG Studios has been responsible for the creation of over \$3 Billion of revenues for its clients and customers via the placement of over 5,600 interactive titles into the international marketplace since 1979. The world's first and most successful interactive representation agency, FOG exclusively represents independent videogame development studios, brands and intellectual property owners, and service providers to the interactive entertainment industry from around the world. FOG creates opportunity for its exclusive list of clients on all platforms from cellular phones to next generation console games by packaging intellectual property rights with the developers and resources necessary to bring them to market, helping publishers and other potential distributors of the products to make fully informed decisions expeditiously and with confidence based on the longstanding proven track record of success FOG has uniquely achieved. Noteworthy gaming franchises created in FOG's history include but are not limited to; ESPN, Command & Conquer, Test Drive, Kings Quest, Advanced Dungeons and Dragons, Teenage Mutant Ninja Turtles, Castlevania and Warlords. FOG has placed titles with all of the Top 10 publishers and countless other smaller publishers as well. FOG's roster of over 550 clients have included, among others: United Media, BMI, Ubisoft, Atari, Sierra, Westwood Studios, Sega, Paramount, Viacom, Robert Maxwell, Koei, FROM Software, Platinum Studios, ESPN, CBS Sportsline, the US Army Rangers, the Foreign Legion, Jenga, Arthur C. Clark, Muhammad Ali, Joe Frazier, George Foreman, Elvira: Mistress of the Dark, The Three Stooges (Estate), Paramount, Warner Brothers, Wham-O, Marvel, America On-Line, Yahoo, Ebay, Ringling Brothers Barnum and Baily Circus, and the Rock and Roll Hall of Fame. For more information, please call 506-459-5604.

#### **Safe Harbor Statement**

With the exception of the historical information contained in this release, the matters described herein contain certain "forward-looking statements" that are made pursuant to the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements in this release are not promises or guarantees and are subject to risks and uncertainties that could cause our actual results to differ materially from those anticipated. These statements are based on management's current expectations and assumptions and are naturally subject to uncertainty and changes in circumstances. We caution you not to place undue reliance upon any such forward-looking statements. Actual results may vary materially from those expressed or implied by the statements herein. Some of the factors which could cause our results to differ materially include the following: the loss of key customers, such as Wal-Mart, Best Buy, Target, and GameStop; delays in product development and related product release schedules; inability to secure capital; adapting to the rapidly changing industry technology, including new console technology; maintaining relationships with leading

independent video game software developers; maintaining or acquiring licenses to intellectual property; fluctuations in the Company's quarterly net revenues and results of operations based on the seasonality of our industry; the termination or modification of our agreements with hardware manufacturers; and other factors described in our SEC filings. The Company undertakes no duty to update any forward-looking statements to conform the statement to actual results or changes in the Company's expectations.

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