



**FOR IMMEDIATE
RELEASE**



**ATARI ANNOUNCES 'ASTERIX AT THE OLYMPIC GAMES'
FOR XBOX 360™**

**- Coming Summer 2008, New Fifth Platform for Video Game of the Film Boasts HD Graphics,
Featuring Unique Blend of Live Action, CGI and Gameplay Animation -**

LYON, FRANCE – 21 May 2008 – Atari today announced details of the forthcoming video game **Asterix at the Olympic Games** for Xbox 360™. Scheduled for release this summer, **Asterix at the Olympic Games** revolutionises the world of Asterix by bringing it to a next-generation console for the very first time with impressively detailed and vibrant High Definition graphics and multiplayer action. The game of the highly successful feature film of the same name, **Asterix at the Olympic Games** blends live action elements from the film with high quality computer generated and video game animation to deliver fans an extraordinary and unique Asterix experience in HD. The game is currently available on PlayStation®2, Nintendo DS™, Wii and PC, with the Xbox 360 version scheduled for release this summer 2008.

Developed by Etranges Libellules in close collaboration with Asterix licensor Les Editions Albert René and film production company La Petite Reine, the game follows Asterix, Obelix and their devoted druid Getafix as they travel to Olympia to help their love-sick friend Lovestorix win the heart of the Grecian Princess Irina and stop mighty Brutus from destroying the world. Success at the games is the only guarantee of putting an end to Brutus' evil ways. This original story takes a parallel course to the film and comic book series, and the new multiplayer feature allows friends to enjoy our Gallic heroes' hilarious, action-packed road to victory together.

In **Asterix at the Olympic Games**, players can choose from two playable characters, Asterix and Obelix, and switch between them throughout a series of escapades, including physical challenges and brainy problem-solving. The "adventure mode" plays out the love story involving Brutus, Lovestorix and the Grecian Princess Irina, whilst the "antique mode" offers players the chance to compete in over ten disciplines as 12 playable characters, notably a host of our friends from Gaul and athletes from countries of olden times. The more sardonic player could even choose to play as Brutus. There is of course a hearty dose of Roman bashing too. Tutorial videos and excerpts from the feature film appear throughout the game to bring the world of Asterix to life.

Over 14.6 million people across Europe have seen the feature film **Asterix at the Olympic Games** at the cinema, a success which has been shared with the versions of the game already launched. The

advanced and enhanced Xbox 360 version of **Asterix at the Olympic Games** will be released in the same period as the feature film's DVD launch to make sure fans can enjoy the full Asterix experience.

The DVD of the live action feature film is scheduled for release across Europe this summer. **Asterix at the Olympic Games** for PlayStation®2, Nintendo DS™, Wii and PC is available in stores now with the Xbox 360 game scheduled for release across Europe this coming summer.

For more information about Atari's entire product line up, visit www.atari.com.

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About Infogrames Entertainment and Atari:

Infogrames Entertainment (IESA), the parent company of the Atari Group, is listed on the Paris Euronext stock exchange (ISIN code: FR-0000052573) and has two principal subsidiaries: Atari Europe, a privately-held company, and Atari, Inc., a United States corporation listed on NASDAQ (ATAR).

The Atari Group is a major international producer, publisher and distributor of interactive entertainment software for all market segments and in all existing game formats (Microsoft, Nintendo and Sony) and on CD-ROM for PC. Its games are sold in more than 60 countries.

The Atari Group's extensive catalogue of popular games is based on original franchises (Alone in the Dark, V-Rally, Test Drive, Roller Coaster Tycoon, etc.) and international licenses (Dragon Ball Z, Dungeons & Dragons, etc.).

For more information: <http://www.atari.com>

About Etranges Libellules:

Established in 1994 and based in Lyon, France, video game development studio Etranges Libellules specialises in the adaptation of existing characters to the world of video games. The high quality of its engineers and the exceptional creativity of its designers and graphic artists has led to the development of successful games based on international licenses.

By proposing fun, intuitive and innovative gameplay, enhanced by a production process which allows for extreme fine tuning of the products, Etranges Libellules is creating games that have all the ingredients to reach the top of the sales charts.

The company recently completed the latest Asterix game, *Asterix & Obelix XXL2*, which is based on captivating gameplay and a highly original scenario. Never before have a game and a movie been developed in such close collaboration.

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