



**FOR IMMEDIATE  
RELEASE**

## **ATARI ANNOUNCES 'ASTERIX AT THE OLYMPIC GAMES'**

**- Video Game of the Film to Feature Unique Blend of Live Action, CGI and Gameplay Animation -**

LYON, FRANCE – 19 July 2007 – Atari today announced details of the forthcoming video game ***Asterix at the Olympic Games*** for PlayStation®2, Nintendo DS™, Wii and PC scheduled for release this coming winter. The game of the upcoming live action 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.

Developed by Etranges Libellules in close collaboration with Asterix licensor Les Editions Albert René and with film production company La Petite Reine, the game follows Asterix, Obelix and the faithful Dogmatix as they travel to Greece in aid of their lovesick friend Alafolix. Their journey takes them to the Olympic Games where they find themselves pitted against the athletic might of the Roman Empire. Adventure and hilarity ensue as Asterix and friends compete to get the better of Brutus, his muscle-bound champion, and their long-time nemesis, Julius Caesar himself.

“Over the last decade Atari has sold more than three million Asterix video games in Europe, and it’s a joy to be able to continue to build on this great legacy with something this brilliantly original,” said Cyril Voiron, Marketing Director, Atari Europe. “The fusion of elements from the film with original CGI and a unique storyline complementing the film, combined with Etrange Libellule’s know-how in consistently delivering high quality and extremely fun games, makes ***Asterix at the Olympic Games*** a must-have Christmas title.”

In ***Asterix at the Olympic Games*** players can choose from three playable characters, Asterix, Obelix and Dogmatix, in an original story which takes a parallel course to the film and the comic book. Our heroes must stop Brutus who has opened the gates between the worlds of the book, the film and the game while still finding time and energy to triumph at the Olympic Games themselves. The mini-game mode lets players compete in Olympic challenges with their chosen character, while two-player multiplayer lets friends go head to head in a series of hilarious contests.

The live action feature film has the biggest production budget of any film in European cinema history and is scheduled for release across Europe in early 2008. ***Asterix at the Olympic Games*** for PlayStation®2, Nintendo DS™, Wii and PC is scheduled for release this coming winter.

For more information about Atari’s entire product line up, visit [www.atari.com](http://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 the universes of Kirikou, Pink Panther, Asterix and Arthur and the Minimoy.

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, and also the video game of Luc Besson's *'Arthur and the Minimoy'*. Never before have a game and a movie been developed in such close collaboration.

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