



**FOR IMMEDIATE
RELEASE**

**ATARI ANNOUNCES THE LAUNCH OF
'ASTERIX AT THE OLYMPIC GAMES'**

- Video Game of the Film Available Now Across Europe for PlayStation®2, Nintendo DS™, Wii and PC, Featuring Unique Blend of Live Action, CGI and Gameplay Animation, -

LYON, FRANCE – 9 November 2007 – Atari today announced that the video game **Asterix at the Olympic Games** for PlayStation®2, Nintendo DS™, Wii and PC is available now at retailers across Europe. The game of the forthcoming live action feature film of the same name, **Asterix at the Olympic Games** combines live action elements from the film with high-end computer generated and video game animation to deliver fans an original and highly entertaining Asterix experience.

Join Asterix, Obelix and his faithful hound Dogmatix on the road to Greece as they run to the aid of love stricken friend Alafolix. Much fun and madcap adventuring follows as Asterix and his friends enter the fray in their own inimitable style, coming head to head with Brutus, his muscle-bound champion, and of course their ultimate archenemy, the mighty Julius Caesar.

“Atari has a highly successful history of publishing high quality video games based on the universally popular Asterix brand, with over three million games sold in Europe to date,” said Mathias Hautefort, Executive Vice President of publishing and production, Atari. “With this game we’re assuring the continuation of that success by delivering something highly original, of excellent quality, and great fun in a way that only Asterix can be.”

The Wii, PS2 and PC versions of the game feature two gameplay modes: the adventure mode follows the story playing as either Asterix or Obelix, switching characters on the fly and unlocking sporting challenges along the way, while the antique mode lets players play as any one of 12 characters and go head to head with either the computer or a friend in a host of riotous contests. In the Nintendo DS game players take the role of either Asterix or Obelix through more than 120 sporting challenges to become the ultimate victor.

Asterix at the Olympic Games is developed by Etranges Libellules in close collaboration with Asterix licensor Les Editions Albert René and with film production company La Petite Reine. 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. 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 an 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, etc.) and international licenses (Dragon Ball Z, Dungeons & Dragons, etc.).

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

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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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