



**FOR IMMEDIATE
RELEASE**

**ATARI'S *DUNGEONS & DRAGONS*[®]: *TACTICS*[™] LAUNCHES
EXCLUSIVELY FOR PLAYSTATION[®] PORTABLE**

- First Ever *DUNGEONS & DRAGONS* Game for PSP[®] Hits European Retail -

LYON, FRANCE – 19 September 2007 – Atari today announced that ***DUNGEONS & DRAGONS*[®]: *Tactics*[™]**, a turn-based tactical role-playing game, is available now at retailers across Europe. Marking the first time the highly-coveted D&D[®] license has ever graced a next-generation portable system, ***D&D*[®]: *Tactics*** developed by Kuju Entertainment authentically utilizes the D&D 3.5 rule-set created by Wizards of the Coast, a subsidiary of Hasbro, Inc. (NYSE: HAS). *DUNGEONS & DRAGONS* is under license from HPG, the licensing division of Hasbro, Inc.

In an original and intriguing *DUNGEONS & DRAGONS* storyline, ***D&D: Tactics*** players take on the role of a mortal child caught in a conflict of two competing dragons striving for godhood. Choosing between these opposing forces is critical, as alignment and quests allows players to vacillate between good and evil. Gamers will play through a series of adventures, completing various objectives along the way, comprising over 40 hours of exciting, strategic gameplay. ***D&D: Tactics*** offers all the *DUNGEONS & DRAGONS* base character classes including Barbarian, Bard, Cleric, Druid, Fighter Monk, Paladin, Ranger, Rogue, Sorcerer and Wizard. In addition, there are two Psionic classes, the Psion and the Psychic Warrior. Players are able to customize their characters and store as many as their memory stick can handle.

"Atari has a successful history of developing and publishing games based on the D&D license, and the launch of ***D&D: Tactics*** sees us continue to grow the franchise, working with developers Kuju to bring the authentic D&D experience for the first time to handheld consoles," said Mathias Hautefort, Executive Vice President of publishing and production, Atari. "Thanks to Atari's long-term license agreement with Hasbro, we will continue to grow the D&D brand in videogames, bringing new and exciting experiences to gamers for years to come."

D&D: Tactics takes advantage of the PSP system's wireless capability and offers gamers both co-op and competitive multiplayer modes. Players can host an adventure and work cooperatively with other players to storm through monster-ridden levels, killing everything they encounter. Competitive player-versus-player battle modes also exist including Last Man Standing, Gladiator and Dragon Kill.

For more information on ***D&D: Tactics***, Atari and its entire product line-up please 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 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 HPG

HPG, the licensing division of Hasbro, Inc. (NYSE: HAS), translates one of the industry's richest portfolios of brands into a world of fun and excitement for children and adults globally. Through a host of publishing, digital media, lifestyle and entertainment platforms, HPG is able to surround consumers of all ages worldwide with consumer products that expand Hasbro's core brands, such as TRANSFORMERS, LITTLEST PET SHOP, MY LITTLE PONY, MONOPOLY, G.I. JOE, TONKA and PLAYSKOOL.

About Wizards of the Coast

Wizards of the Coast, Inc., a subsidiary of Hasbro, Inc. (NYSE:HAS), is a worldwide leader in the trading card game and tabletop role-playing game categories, and a leading developer and publisher of game-based entertainment products. The company holds an exclusive patent on trading card games (TCGs) and their method of play and produces the premier trading card game, Magic: The Gathering®, among many other trading card games and family card and board games. Wizards is also a leading publisher of role-playing games, such as Dungeons & Dragons®, and publisher of fantasy series fiction with numerous *New York Times* best-sellers. For more information, visit the Wizards of the Coast website at www.wizards.com.

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