



**FOR IMMEDIATE
RELEASE**

ATARI ANNOUNCES JENGA
- Famous Family Fun License to launch on Nintendo DS™ and Wii
in November 2007 -

LYON, FRANCE – 6 July 2007 – Atari 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 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.

“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.

The licensor, Pokonobe Associates, is exclusively represented for interactive gaming by Dimensional Branding Group and the leading interactive representation firm Fog Studios.

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>

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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 dollars 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.

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 or call 415-442-5110.

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