



**FOR IMMEDIATE
RELEASE**

ATARI ANNOUNCES THE DEVELOPMENT OF LANFEUST OF TROY FOR NINTENDO DS

-First Lanfeust of Troy video game-

LYON, FRANCE – 11 July 2007 – Atari today announced that it would publish a ***Lanfeust of Troy*** game for Nintendo DS, based on the cult comic book series of the same name.

Lanfeust, written by Christophe Arleston with drawings by Didier Tarquin, has been one of France's most successful comic strip of the past ten years, with more than six million volumes sold to date. It features an extraordinarily rich universe and now, for the first time ever, Lanfeust, Hebus, Cixi, Cian, Nicolède and many other leading characters from the world of Troy will appear in an interactive game.

Lanfeust of Troy is intended to be a "heroic fantasy" game, with a strong epic dimension and moments of caustic humor. The game has been developed by the Visual Impact studio in very close collaboration with the comic strip authors. It has an original script and uses innovative technology that fully immerses gamers in the universe of Troy, with "hack and slash" combats, exploration, magic, chases, etc.

"We're very proud to be adding a new comic-strip star of *Landfeust's* caliber to our catalog," commented Olivier Comte, Marketing Manager, Atari France. "This license will undoubtedly rank among our best-selling games, thanks to its astonishing environment and the considerable efforts made by the developers and the authors to adapt the original work."

Lanfeust de Troy will be released for Nintendo DS in November 2007.

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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