



**FOR IMMEDIATE  
RELEASE**

**ATARI TO CO-PUBLISH 'LEGENDARY: THE BOX™'  
IN PAL TERRITORIES**

**- Atari Announces Agreement With Gamecock to Co-Publish Original First-Person Shooter -**

LYON, FRANCE – 10 October 2007 – Atari today announced an agreement with Gamecock Media Group to co-publish the stunningly original forthcoming first-person shooter **Legendary: The Box™** in PAL territories. Coming to PC and next-generation consoles, **Legendary: The Box™** is scheduled to launch in summer 2008.

Developed by Spark Unlimited, **Legendary: The Box™** tells the story of a thief – Charles Deckard – who is duped into stealing the mythical Pandora's Box. Like Pandora before him, he cannot resist the temptation of finding out what's inside. By opening the fabled device, he unleashes hordes of creatures thought to be merely the imaginings of our ancestors. However, murderous werewolves, unstoppable gryphons and other creatures of ancient lore prove all too real as they wreak havoc across an unprepared modern world.

"Gamecock have already established themselves as a serious new force to be reckoned with in video games, and we're proud and excited to be entering into this agreement with them to co-publish such an original and excellent quality product as **Legendary: The Box™**," said Mathias Hautefort, Executive Vice President of publishing and production, Atari. "The agreement marks another positive step forward for Atari in bringing original and high quality interactive entertainment to the market."

"Gamecock is very proud to be working with Atari on this project, utilizing their massive distribution network in the PAL territories to make this game as big a hit outside the US as it will be inside," said Harry Miller, EI Presidente and Head of Development, Gamecock Media Group.

Developer Spark Unlimited was founded by 27 of the individuals who developed titles in the award-winning Medal of Honor™ series. The critically acclaimed and multi-million unit selling Call of Duty™: Finest Hour™ was the result of the company's first efforts and the team is excited to bring their proven talent and experience in creating compelling first person action games to this project.

"Our goal at Spark has been to create high-quality innovative titles that deliver uniquely realistic and cinematic gaming experiences," said Craig Allen, Chief Executive Officer of Spark Unlimited. "We are excited to welcome Atari as a co-publisher in order to insure **Legendary: The Box™** becomes a global success."

**Legendary: The Box™** is a breath-taking blockbuster experience where man and machine take on the beasts of legend in the war to end all wars, all set against a backdrop of total social disintegration. High calibre ordnance meets beak, talon, fang and claw in awe-inspiring fire fights the like of which have never before been realised in a video game. Living, breathing dynamic environments are spectacularly torn apart in the battle to stay alive, with the devastation of New York and London realised on an unprecedented scale.

For more information about the game please visit [www.legendarythebox.com](http://www.legendarythebox.com). Gamecock Media Group can be found at [www.gamecockmedia.com](http://www.gamecockmedia.com), with more information about Atari's entire product line up at [www.atari.com](http://www.atari.com).

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#### **About Spark Unlimited**

Spark Unlimited™ is a developer of high-quality video games for consumer game systems and originators of creative franchises for cross-media development. Founded in 2002 and headquartered in Sherman Oaks, California, Spark Unlimited is an employee-owned company that uses artistry through technology to create entertainment for a global audience. For more information about Spark Unlimited, please visit our website at [www.sparkunlimited.com](http://www.sparkunlimited.com).

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#### **About Gamecock Media Group**

Based in Austin, Texas, Gamecock Media Group offers a welcome solution to the bloated and originality-starved video game industry. A well-funded, independent, artist-driven company, Gamecock favors the most innovative and original video game developers in the industry. Publishing games for all platforms, Gamecock offers its developers a high degree of participation, freedom and financial incentives, allowing them to perform and create to their utmost ability. For more, please visit [www.gamecockmedia.com](http://www.gamecockmedia.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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