



**FOR IMMEDIATE
RELEASE**



**ATARI ANNOUNCES THE LAUNCH OF LUCKY LUKE: GO WEST!
RIDES INTO TOWN**

- Video Game of Animated Feature Film 'Go West!' Based on Comic Books by Morris and Gosciny Available Now on Wii, DS and PC in Europe -

LYON, FRANCE – 23 November 2007 – Atari today announced the launch of **Lucky Luke: Go West!** for PC, Wii and Nintendo DS™, an action packed platform game based on the adventures of legendary animated cowboy Lucky Luke in the forthcoming full-length animated feature film 'Go West!' scheduled for European release in December 2007. The game is available now at retailers across Europe.

Players can take the role of different characters from the Lucky Luke universe in a madcap adventure which sees the notorious Dalton brothers escorted to New York to stand trial. Of course, the Daltons excel at causing trouble and this is no exception, with escapes, robberies, explosions and chaos all on the menu. Trigger-happy cops, arrow-happy Indians and of course Luke and his faithful steed Jolly Jumper all throw themselves headlong into the party for a laugh-a-minute wild west romp.

"This launch marks the continuation of Atari's many years of producing excellent games based on the Lucky Luke franchise, and it's been a pleasure to work with licensor Lucky Comics and film producer Xilam to produce this great title," said Mathias Hautefort, Executive Vice President of publishing and production, Atari. "We've worked together to ensure that players get the fun and high quality experience they expect from a Lucky Luke game, and the result speaks for itself."

The game takes players through a succession of vivid environments from the bone-dry desert of the west to the crazy streets of New York city. A series of frantic mini-games will test player's mettle with frenetic shooting, drawing, steering, dancing and music games. Follow the story mode solo or invite up to 3 friends to play in the chaotic party mode and see who's got the grit to win the day.

Shooting faster than his shadow, Lucky Luke fights crime and injustice across the wild plains of the old west. Lucky Luke is one of the most popular and best-selling comic-book series in Europe with more than 250 million comic books sold in 20 countries. A total of 80 comic books, four feature length animated cartoons, two live action films, three cartoon series and five video games have been released to date, and the award-winning 'The New Adventures of Lucky Luke' animated TV series is currently broadcast in more than 50 countries worldwide from France to Indonesia.

Developed by Tate Interactive (Wii, PC) and Neko (DS), **Lucky Luke: Go West!** is available now at retailers across Europe, followed by the feature film 'Go West!' in December. 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) 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 Xilam:

Xilam is one of Europe's leading animation companies, committed to creating, producing and distributing top quality content, both 2D and CGI, for TV, film and new platform formats.

Established in 1999 by Marc du Pontavice, who took over the Gaumont Multimedia assets and catalogue, today, the award-winning company operates from an extensive studio in Paris, employing a talented team of over 150 people.

TV Production credits include: *Rintindumb* (75 x 1 minute 30seconds), *Oggy and the Cockroaches* (52 half-hours), *The New Adventures of Lucky Luke* (52 half-hours), *Shuriken School* (26 half-hours) and *Space Goofs* (aka *Home to Rent*) (52 half-hours).

Feature film credits include *Kaena - The Prophecy*, the first European feature-length computer-animated 3D film and *Go West! A New Adventure of Lucky Luke* in 2D -3D.

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