



**FOR IMMEDIATE
RELEASE**

SADDLE UP FOR 'MY HORSE AND ME'!

**- Atari Announces the Definitive FEI Licensed Equestrian Sports and Lifestyle Game,
Coming to PC, Wii and Nintendo DS this Autumn -**

LYON, FRANCE – 18 July 2007 – Atari today announced the forthcoming launch of **My Horse and Me**, the complete horseback riding and equestrian lifestyle video game experience for PC, Wii and Nintendo DS™ scheduled for European release in autumn 2007. Boasting the first and only exclusive worldwide license from the world's foremost horse sports organisation, the Fédération Equestre Internationale FEI (International Equestrian Federation), **My Horse and Me** features the most realistic and immersive video game representation of the world of equestrian sports ever produced.

Delivering all the excitement and fun of the equestrian life, from sports and leisure riding to horse care, **My Horse and Me** is a unique gaming experience for anyone with an interest or passion for horses. The game boasts the most accurate horse models and animations yet realised in a video game, alongside a richly rewarding gameplay experience, all set against a beautiful backdrop of charming indoor and outdoor environments.

“With a number of horse-related games already on the market, we listened closely to the horse-riding audience and saw an opportunity to portray the horse riding lifestyle much more authentically,” said Cyril Voiron, Marketing Director, Atari Europe. “The game’s depiction of these noble animals, and the lifestyle associated with them, is uniquely accurate and enchanting, and will win the heart of any horse enthusiast.”

My Horse and Me has a rich variety of gameplay modes and options to give players a deep and rewarding experience. The Championship mode lets the player take part in competitions at indoor and outdoor locations around the globe ranging from rustic stables and classical riding schools to world-class tournament locations. A series of fun mini-games offer a variety of gameplay experiences alongside rewarding horse care gameplay and extensive customization.

The first horse sports simulation game to launch for Wii, **My Horse and Me** on Wii and PC is the first title of its kind to offer both 1st and 3rd person camera modes, putting riders right in the saddle and creating a perfect training tool for practicing disciplines that riders face in real life.

Developed by W!Games for Wii and PC and by Mystic for NDS, **My Horse and Me**, is scheduled for release this autumn 2007. For more information about the FEI please visit www.horsesport.org.

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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 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>

About W!Games

W!Games (www.wgames.biz) is a developer of games for console and PC. The studio is based in Amsterdam, the Netherlands and was founded in 2005. The studio is working on multiple projects of which the first is being published by Atari.

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