



**FOR IMMEDIATE  
RELEASE**



## **FROM THE STABLE TO THE PODIUM WITH 'MY HORSE AND ME'**

***- The Only Equestrian Sports and Lifestyle Game with the Exclusive License from the FEI Launches in Europe for Wii and Nintendo DS™, Coming to PC November 30<sup>th</sup> -***

LYON, FRANCE – 23 November 2007 – Atari today announced the European launch of ***My Horse and Me***, the ultimate equestrian sports video game and the only game with the exclusive worldwide license from the FEI (International Equestrian Federation). Published worldwide by Atari, ***My Horse and Me*** for Wii, Nintendo DS™ and PC faithfully captures the thrills and emotion of the world of horse sports in a unique video game experience perfect for anyone with an interest or passion for horses.

"The exclusive license from the FEI, the world's foremost authority on horse sports, is testament to the great quality of this game which offers players the most authentic way to enjoy the horning lifestyle whether or not they ride in real life," said Mathias Hautefort, Executive Vice President of publishing and production, Atari.

Players begin at the stable customising themselves and their horse from a host of options, then learning how to properly care for their mount. Training takes place across a range of arena disciplines and fun mini-games which teach the skills required to become a master horse rider. The care and training culminates in competition riding, with thrilling tournaments set in a variety of charmingly realised indoor and outdoor locations around the globe ranging from rustic stables to giant arenas.

The game features the most accurate horse models and animations ever in a video game, alongside deeply rewarding gameplay set in a variety of enchanting environments. In addition, ***My Horse and Me*** for Wii and PC is the first game of its kind to offer players a choice of first-person as well as third person views while riding, putting players right in the saddle for an unbeatably authentic riding simulation.

A playable PC demo of ***My Horse and Me*** showcasing the game's main features is available now from the official website [www.atari.com/myhorseandme](http://www.atari.com/myhorseandme) alongside game info, videos, screenshots and more. For more information about the FEI please visit [www.horsesport.org](http://www.horsesport.org).

Published by Atari and developed by W!Games for Wii and PC and by Mystic for DS, ***My Horse and Me*** for Wii and DS is available now at retailers across Europe with the PC version to follow on November 30th.

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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>

**About W!Games**

W!Games ([www.wgames.biz](http://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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