



**FOR IMMEDIATE
RELEASE**



ATARI ANNOUNCES 'MY HORSE AND ME 2'

- Atari Rides on the Back of 'My Horse and Me' Success with Sequel to FEI Licensed Equestrian Sports and Lifestyle Game Coming to Europe this Autumn -

LYON, FRANCE – 4 June 2008 – Atari today announced the forthcoming launch of *My Horse and Me 2*, the sequel to 2007's successful equestrian sports and lifestyle video game experience. Boasting the exclusive worldwide license from the world's foremost horse sports organisation, the Fédération Equestre Internationale (FEI), *My Horse and Me 2* is scheduled for European release on multiple platforms in autumn 2008.

My Horse and Me 2 is packed with exciting new features, brand new graphics and animations, and an engrossing storyline to give fans the most complete equestrian experience and the most realistic horse simulation ever seen in a game. The *My Horse and Me* series are the only games in the world to earn the exclusive license from the FEI, the world's leading horse sports organisation.

"*My Horse and Me* is a great success story for Atari as it brought something special to equestrian gamers with its realistic depiction of the horse riding lifestyle. We are taking the realism and entertainment of the original game even further with the sequel," said Cyril Voiron, VP Brand Management, Worldwide Publishing, Atari. "Our goal is to establish *My Horse and Me 2* as the leading equestrian gaming brand and give players the most authentic and entertaining way to enjoy the horse riding lifestyle in a game."

"We at the FEI are proud to be associated with the success of *My Horse and Me* as this is a great series of video games to introduce budding athletes and non riders to horse sports," said HRH Princess Haya, FEI President. "Youth plays an important role at the FEI as it represents the future for equestrian sports, and we look forward to *My Horse and Me 2* bringing even more exciting aspects of horse riding and competing to players."

My Horse and Me 2 is scheduled for release across Europe this autumn 2008. For more details visit the official website at www.atari.com/myhorseandme. For more information about the FEI please visit www.horsesport.org.

-ends-

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>

© 2008 Atari Europe SASU. All rights reserved.

#