



**FOR IMMEDIATE  
RELEASE**



## **LAUNCH OF THE OFFICIAL WEBSITE FOR 'MY HORSE AND ME'**

**- Atari Launches Feature-Packed New Website for the Ultimate Equestrian Sports and Lifestyle Game -**

LYON, FRANCE – 25 October 2007 – Atari today announced the launch of the official website for **My Horse and Me** at [www.atari.com/myhorseandme](http://www.atari.com/myhorseandme). Published worldwide by Atari, **My Horse and Me** captures the essence and excitement of equestrian sport in a unique video game experience for PC, Wii and Nintendo DS™. The only game with the exclusive worldwide license from the FEI (International Equestrian Federation), **My Horse and Me** is scheduled for European release in autumn 2007.

Visitors to the site can learn everything about what makes **My Horse and Me** the most realistic and immersive video game representation of the world of equestrian sports, with detailed game information, videos and screenshots showing the rich variety of gameplay modes, competitive environments and fun mini-games. Fans of the game can customize their own PC with a selection of downloadable screensavers and wallpapers exclusive to the site.

**My Horse and Me** is a highly authentic and involving video game representation of the world of equestrian sports. Published by Atari and 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](http://www.horsesport.org). Visit the official **My Horse and Me** website at [www.atari.com/myhorseandme](http://www.atari.com/myhorseandme).

-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 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>

Contact : Céline LAURENSEN – Tel : + 33 (4) 37 64 30 00 – Fax : + 33 (4) 37 64 30 35 [celine.laurenson@atari.com](mailto:celine.laurenson@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.

© 2007 Atari Europe SASU. All rights reserved.

Nintendo DS and Wii are trademarks of Nintendo. © 2006 Nintendo.

All other trademarks are the property of their respective owners.

# # #