

**INFOGRAMES**

*Entertainment*

**APPOINTMENT OF JACKIE FROMION  
AS HEAD OF THE NEWLY FORMED DISTRIBUTION ENTITY**

**Lyon, France, December 22, 2008** – Infogrames today announces that Jackie Fromion will join the group as head of the newly formed distribution entity (temporarily named “Distribution Partners”), which will regroup European and Asian distribution operations and which will be 34% held by Namco Bandai, the remaining stake being retained by Infogrames.

Jackie Fromion, who was jointly nominated by the shareholders, will lead Distribution Partners’ management team focusing on the future strategy of the distribution company. Recently appointed Patrick Staar will be Chairman of the board of Distribution Partners.

Jackie Fromion has extensive experience in sales and distribution. He started his career at Coca-Cola in various marketing and sales roles and then moved on to Fisher Price as European Marketing Director. Jackie Fromion was Sales and Marketing Director at Pillsbury/Brossard and set up the Haagen Dazs distribution in France and many countries in Europe namely as Group Director in charge of Marketing and Sales for Europe. Jackie Fromion also served as European Managing Director at Yoplait, before joining Electronic Arts where he managed France, then Southern Europe and finally Label Brand Development for the Sims.

*“I am very pleased to welcome Jackie, said David Gardner. As head of the new distribution company, he will bring his dynamism, professionalism and experience to help us to grow the business and develop the strategy.”*

For more information on the Infogrames / Namco Bandai strategic partnership please refer to the September 9th 2008 announcement which can be found on the Infogrames website (<http://corporate.infogrames.com>).

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**About Infogrames Entertainment and Atari**

*The Infogrames group, including the Atari brand, is a global producer, publisher and distributor of interactive entertainment software for all market segments and all interactive game platforms including consoles from Microsoft, Nintendo and Sony, advanced smartphones, Personal Computers, web and online. Its games are sold in more than 60 countries through an international distribution network and direct to consumers via [www.atari.com](http://www.atari.com).*

*Atari’s extensive catalogue of popular games is based on original franchises (Alone in the Dark, Test Drive, V-Rally, My Horse & Me, Backyard Sports franchise, Total Annihilation, Outcast etc.), publishing properties (The Witcher, Legendary, Race Pro etc.), international licenses (Dragon Ball Z, Dungeons & Dragons, Jamie Oliver etc.) and classic games covering the entire history of the video game industry (Pong, Missile Command, Asteroids etc).*

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