



GET SET TO BE “PHOTO SAUCED!”

ATARI LAUNCHES ITS SOCIAL NETWORKING APPLICATION WITH CREATIVE PHOTO EDITOR: *ATARI PHOTO SAUCE*™

- Available Through Facebook® Platform, “Photo Sauce” Adds Flavor to Photos with Colorful Stickers and Speech Bubbles for Instant Sharing with Friends -

NEW YORK, NY – October 21, 2009 – Atari, one of the world’s most recognized videogame publishers, announced today the launch of the social networking application: ***Atari Photo Sauce***. Developed by the Atari London Studio, this new application allows Facebook users to express themselves by digitally decorating and personalizing their own photos with colorful and fun stickers, speech bubbles and accessories. *Atari Photo Sauce* is now available to more than 300 million active users on Facebook via the site’s application directory and can be accessed directly through apps.facebook.com/photosauce.

“Atari introduced the world to computer entertainment with simple and fun games for everyone,” said Paulina Bozek, Development Director, Atari London Studio. “*Atari Photo Sauce* builds on that heritage with a social application that is universally appealing and instantly fun, allowing social networkers, who share billions of photos online, a new way to be creative with photos and share them instantly with friends everywhere.”

Through the expansive sticker catalogue of cute graphics, irreverent sayings and funny accessories, *Atari Photo Sauce* enables users to create a unique story told through their pictures. Additional features include popular sayings and cultural memes with colorful graphics and accessories such as, gold chains, teddy bear helmets and over-sized shades.

The application is seamlessly integrated with users’ photos on Facebook and features a slick interface that allows users to simply drag and drop the material onto their digital images. Once a photo is “Photo Sauced,” users can publish it in their Facebook stream for their friends to see with a Photo Sauce thumbnail appearing in the story. Tagged friends are notified via the application and receive a message

saying "You've Been Photo Sauced!" Additionally, *Atari Photo Sauce* allows users to create personalized and unique digital greeting cards featuring their own photos and special message.

Atari plans to release new stickers for various holidays, events and pop culture moments that will be accessible inside the application. Atari will also likely launch themed stickers and accessory packages for various holidays and seasonal events, such as birthdays, Halloween and Thanksgiving.

About Atari, SA

Atari group is a global creator, producer and publisher of interactive entertainment for interactive game platforms that include PC, online, consoles from Microsoft, Nintendo and Sony and advanced smart phones (i.e. iphone). Divisions of Atari, SA include Cryptic Studios, Atari London Studio, Eden Studios, Atari Interactive, Inc. and Atari, Inc.

Atari benefits from its global brand and an extensive catalogue of popular games based on classic owned game franchises (Asteroids, Centipede, Missile Command, Lunar Lander), original owned franchises (Test Drive, Backyard Sports, Deer Hunter), MMO games from Cryptic Studios (Star Trek Online, Champions Online) and third party franchises (Ghostbusters, Project Runway, Dungeons and Dragons).

For more information please visit www.atari.com

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