



**FOR IMMEDIATE
RELEASE**

TAMAGOTCHI PARTY ON! PARTIES ITS WAY ONTO Wii

- NAMCO BANDAI Games Deliver All the Fun of the Hit Franchise to Europe -

LYON, FRANCE – 31 August 2007 – Atari today announced the launch of NAMCO BANDAI Games' ***Tamagotchi Party On!*** for Wii, a charming and fun-packed 3D party game based on the hit Tamagotchi franchise in which players race to become the most popular Tamagotchi on the planet.

Bringing the Tamagotchi universe to life in full 3D for the very first time, ***Tamagotchi Party On!*** is fantastic pick-up-and-play multiplayer party fun. The unique Wii control system lets players swing, shake, point, turn and twist the Wii Remote to play their way through the quirky gameworld, which turns the whole Tamagotchi Planet into a giant 3D board game filled with unique towns and other fun locations to explore. Gameplay is instantly accessible and perfectly suited to Wii, with a host of exciting mini-games that will test the player's skill either solo or against up to three friends to see who has what it takes to become Tamagotchi President.

Players can choose to play as their favorite Tamagotchi character and level them up through the game. With Gotchi earned along the way, players can customize and decorate their campaign headquarters however they like, allowing them in turn to give their characters a fresh new look and increase their chances in the Tamagotchi popularity stakes.

Tamagotchi Party On! for Wii is available now at retailers across Europe.

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About NAMCO BANDAI Games Europe SAS

NAMCO BANDAI Games Europe is one of the companies comprising the newly formed BANDAI NAMCO Group, headquartered in Tokyo, Japan. On 29th September, 2005, BANDAI Co., Ltd and NAMCO LIMITED implemented a management integration to compete more effectively on the global stage in the fast-changing entertainment industry and deliver future growth. The resulting BANDAI NAMCO Group is a global entertainment operation involved in business fields ranging from toys, video game software and visual software to amusement machines & facilities and network content.

More information about NAMCO BANDAI Games, its products and services can be found online at www.bandainamcogames.co.jp/english.

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 (ATARD).

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>

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