



**FOR IMMEDIATE
RELEASE**

**ATARI UK SIGNS DISTRIBUTION DEAL WITH IGNITION
ENTERTAINMENT FOR NEW TITLES IN 2006**

- Atari UK to distribute a number of products from publisher and developer 'Ignition Entertainment' including the highly anticipated release of 'Mercury Meltdown' in September -

LONDON, UK – August 1st 2006 – Atari today announced a multi-territory deal for it to distribute Ignition Entertainment's upcoming portfolio which includes **Mercury Meltdown** for PlayStation®Portable (PSP™), the eagerly awaited sequel to the highly acclaimed *Archer Maclean's Mercury*.

The agreement also extends to the latest releases from SNK Playmore; *Metal Slug Anthology* PSP™, *King of Fighters Neowave*, *King of Fighters Maximum Impact 2*, *NEOGEO Battle Coliseum*, *Samurai Shodown 6* and *King of Fighters XI* for PlayStation®2, *Metal Slug* Gameboy Advance™ and *SNK Vs Capcom Card Fighters* Nintendo DS™, as well as the 3D RPG *Blade Dancer* PSP™ from SCEJ/Hitmaker.

"Ignition are known for publishing games that consumers want, and we believe this to be our strongest line up ever," said Phu Tien, International Sales Manager, Ignition Entertainment. "With games such as our own internally developed **Mercury Meltdown**, and the very strong line up of titles from SNK and Hitmaker, we had numerous approaches from various distribution entities across Europe, however we chose Atari as they demonstrated commitment and drive, as well as being able to deliver a strong distribution presence."

"After the success of the original Mercury we are obviously very pleased to be distributing **Mercury Meltdown** for the PSP. With the additional titles that will be due throughout the year, we are looking forward to continuing our strong partnership with the guys from Ignition," said Jeremy Wigmore, Managing Director of Atari UK. "*Mercury* is an iconic title for the PSP and continues to perform well at retail and we hope to continue the great performance with the forthcoming sequel."

About Mercury Meltdown:

Developed by Ignition Entertainment, **Mercury Meltdown** once again brings gamers the ultimate

addictive experience starring the 'Blob' itself in a series of over 160 mind bending, platform moving and colour mixing levels with a completely new look. Once again taking control of the Mercury 'blob', players must manoeuvre around various levels and hazards whilst trying desperately to avoid obstacles and keep their Mercury intact.

Wireless two player modes are new to the *Mercury* series and ***Mercury Meltdown*** gives players five sub-games which each provide a challenge against the computer or friend over Wi-fi. Downloadable content is also a new addition providing new levels for longer lasting play and continued enjoyment.

***Mercury Meltdown* key features:**

- All new Graphic style
- Over 160 all new levels
- New Wireless Multiplayer game modes
- Hidden Labs and Party Games to unlock
- Free Look and Replay modes
- Tutorial Mode
- Downloadable Content
- Game Share

Mercury Meltdown will be released for PSP™ in September 2006. Release dates for the other titles will be communicated soon.

For more information

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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 (Matrix, Dragon Ball Z, Dungeons & Dragons, etc.).

For more information: <http://www.atari.com>

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About IGNITION ENTERTAINMENT LIMITED

Ignition Entertainment Limited is a privately owned software developer and publisher. Ignition was created by a core team of gaming industry veterans with the purpose of building upon their successful track record within the international games industry, and to bring a fresh new approach to both the development and distribution of original gaming product. You can find more information about IGNITION ENTERTAINMENT LIMITED at <http://www.ignitionent.com>

About SNK PLAYMORE CORPORATION

Over the past 15 years, SNK has published classic arcade titles such as THE KING OF FIGHTERS, BASEBALL STARS, METAL SLUG, SAMURAI SHODOWN, and FATAL FURY on a wide variety of home gaming and handhelds systems.

Utilizing the technology and know-how that has been cultured by the development of more than 100 games, we're continuously challenging a development of new games on a wide variety of home gaming , handhelds and also mobile systems.

You can find more information about SNK PLAYMORE CORPORATION and SNK PLAYMORE USA CORPORATION at:

<http://www.snkplaymore.co.jp/>

<http://www.snkneogeousaconsumer.com/>

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About HIT MAKER

Established in 1998, Hit Maker Co., Ltd. is a Tokyo-based developer specializing in the design and production of console-based entertainment software. From concept to final code, the company handles all aspects of software development including game design, project management, and PR support. Previous titles developed by Hit Maker include "Dino Crisis 3" for the Xbox and "Cyber Formula" for the PlayStation®2 computer entertainment system. "Blade Dancer™" is the company's first collaborative effort with Sony Computer Entertainment Worldwide Studios JAPAN Studio.

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