



'HOT PIXEL' HITS THE STREET

- Atari's Pixellated Mini-Game Mayhem Launches Across Europe for PlayStation® Portable -

LYON, FRANCE – 22 June 2007 – Atari today announced the European launch of **HOT PIXEL**, the pixellated mini-game paradise for Sony PSP™ (PlayStation® Portable). Developed by zSlide, **HOT PIXEL** brings frantic snack-size gaming to European PSP gamers for the first time, with 200 riotous mini-games taking inspiration from old school gaming and the new school digital lifestyle.

In **HOT PIXEL** the player guides his skate geek character through an average day in his pixellated digital world, taking on a series of increasingly weird and comic quick-fire mini-games ranging from the subtly eccentric to the wildly outrageous, borrowing some choice moments from Atari's colourful video game past along the way.

"**HOT PIXEL** is an inspired vision of video-gaming, taking in tons of crazy and cool influences to create a game with ridiculous surprises waiting round every corner," said Alex Enklaar, Product Manager, Atari Europe. "It's a fridge full of perfect gaming snacks and fills a hole whenever and wherever the urge hits with some of the best and most original fun you can have with your thumbs."

Players need to come armed with an open mind and fingers of fire if they want to conquer the hundreds of weird and wonderful scenarios in **HOT PIXEL**. One second it's entering a pin code with a shaky hand, the next guiding an isometric spaceship through a pixel canyon, followed by a spot of digital zit removal. And if you've ever wanted to eat one of those confusing graphs you see in newspapers, now's your chance.

With 120 chaotic mini-games in the box and 80 more available for download at www.hotpxl.com following launch, **HOT PIXEL** is available now at retailers across Europe.

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

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

About the developer: zSlide™

zSlide™, a French software company based in Paris, creates new online experiences, collaborating with international publishers of interactive entertainment, media groups and international telcos.

zSlide™'s technical expertise is in video games as well as P2P technology, digital media distribution and content synchronization on next generations consoles, portable media players & 3G phones.

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

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