



ATARI SIGNS A STRATEGIC PARTNERSHIP AGREEMENT WITH NAMCO BANDAI GAMES EUROPE

**Namco Bandai Games will be Atari's exclusive partner
for Rollercoaster Tycoon World's physical distribution in Europe**

**Atari will retain pure digital distribution
and is confirming its strong partnership strategy**

Paris, France, November 20, 2014 – ATARI SA is announcing that it has signed an exclusive agreement with Namco Bandai Games Europe S.A.S ("Namco Bandai"), renewing a strategic partnership between the two companies. Namco Bandai Games Europe SAS has acquired exclusive physical distribution rights in Europe for *Rollercoaster Tycoon World*, one of the top PC games for 2015. Atari will retain digital distribution rights globally, with the exception of websites for retailers covered by Namco Bandai.

For Atari, this strategic agreement for physical distribution in Europe will dovetail effectively with the development of Atari's global digital distribution activities and offers several immediate benefits:

- Potential for growth in revenues from physical distribution activities, thanks to Namco Bandai's extensive, high-quality distribution network;
- Outsourcing of physical distribution activities, with significant cost savings, particularly in terms of logistics and marketing;
- Possibility for Atari to set up distribution agreements with other global companies for the physical distribution of videogames outside of Europe.

This deal once again illustrates Atari's strategy, ensuring effective control over costs at all times while adding strong value to its brand. Drawing on its strong historical reputation and its renewed ambition, Atari is well positioned to build high value-added partnerships with major players from the videogames industry and accelerate its development.

About Atari

Atari (www.atari.com) is an interactive entertainment production company. As an iconic brand that transcends generations and audiences, the company is globally recognized for its multi-platform, interactive entertainment and licensed products. Atari owns and/or manages a portfolio of more than 200 games and franchises, including world-renowned brands like Asteroids®, Centipede®, Missile Command®, Pong®, Test Drive®, and RollerCoaster Tycoon®.

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Contacts

Atari - Philippe Mularski, CFO

Tel +33 1 83 64 61 57 - pm@atari-sa.com

Communication - Calyptus - Marie Calleux

Tel + 33 1 53 65 68 68 - atari@calyptus.net