



Atari Unveils Corporate Comeback Strategy as Interactive Entertainment Production Company

Iconic Gaming Brand Extends to New Platforms and Audiences; Announces Plans for New Gaming Franchises, Online Casinos, Exclusive Video Content and More

New York, NY– June 18, 2014 – [Atari®](#), one of the world’s most recognized publishers and producers of video game entertainment, today unveiled its new corporate strategy as an interactive entertainment production company. Atari’s approach to succeed in the digital age of entertainment includes online video games, online casinos, exclusive video content, and a robust licensing business including hardware and apparel.

Decades ago, Atari set the bar for console gaming entertainment, known by many as the gaming pioneer who brought popular titles like **Pong®** and **Asteroids®** to households across the globe. For success in a digital era, the world-renowned company is expanding its business and brands to mobile and online gaming platforms as well as completely new entertainment markets.

“Atari is more than a game publishing company; it’s an iconic brand that has established a passionate and timeless culture,” said Fred Chesnais, Chief Executive Officer, Atari, Inc. “Known across multiple generations around the world, Atari will continue to embrace all audiences. What the company has accomplished over the years is no small feat, but there is more to come. We’re looking forward to delivering on our new strategy and engaging with our audience in new ways across multiple channels as the next era of Atari unfolds. We are leading a rebuilding exercise in a highly volatile industry, so at the same time we are also aware of the challenges that lay ahead.”

As an interactive entertainment production company, Atari is extending its classic gaming brands to various platforms including mobile (iOS and Android), PC, online and other digital mediums. Beyond re-launching its nostalgic gaming titles, the company will aim at capitalizing on other rapidly growing markets and reaching out to new audiences – including LGBT, social casinos, real-money gambling, and YouTube with exclusive video content. Atari will also continue its hardware licensing line of business, particularly for gamified hardware and wearable devices, with the goal of operating the most promising ventures at a later stage.

Within its new approach, Atari has made significant strides in 2014 alone. In the gaming arena, Atari has re-introduced the beloved franchise [RollerCoaster Tycoon®](#) with [RollerCoaster Tycoon® 4 Mobile™](#) (currently in the Top 25 of the App Store in the United States and in the Top 10 in many countries) which will be followed by an Android version and a multiplayer game for PC in winter 2014. The company also launched [Haunted House®](#) on mobile devices, and released a new multiplayer online battle arena and crafting game, [Minimum](#). The company has plans to deliver other popular

classics, such as **Asteroids®**, on mobile and digital platforms in coming months. In the online casino industry, Atari recently announced a real-money gambling partnership with [Pariplay](#) and social casino (virtual currency) partnership with [FlowPlay](#). Atari will make additional announcements across the LGBT, YouTube/TV and hardware licensing industries in the coming quarters.

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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®.

Atari has offices in New York and Paris.

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