Opening of pre-orders of the Atari VCS

- **Indiegogo's site will open for pre-orders of the Atari VSC on May 30, 2018**
- **This pre-orders' campaign firstly targets the historical Atari community, and will be followed by an extended sale in the next few years**
- **Development of a wide-ranging content offer: first partnerships and demonstrations of games on the Indiegogo page**

Paris, May 30, 2018 - Atari, one of the world's most famous publishers and producers of interactive entertainment, reiterates that the launch date for pre-orders of the Atari VCS is May 30, 2018.

The Atari VCS *Collector*, with its retro-inspired wooden façade, and the Atari VCS *Onyx*, the traditional black version, are offered at special, limited time prices, based on different combinations. For example, the Atari VCS *Collector* version is offered at $299 US dollars[1] with a joystick, the Atari Onyx at $199 US dollars[1]. Pre-orders are planned for mid-2019 delivery.

The Atari VSC is a new generation connected unit designed in the United States. Atari has partnered with AMD for the customized VCS processor using the Radeon Graphics technology. The Atari VCS offers 4K resolution, HDR and 60FPS content, integrated and expandable storage options, dual-band WiFi and Bluetooth 5.0 as well as USB 3.0 support. A complete list of the Atari VCS specifications is available on the Indiegogo site.

These pre-orders on the Indiegogo site will first target the primary target clientele, Atari's historical community. They will allow the Group to gauge the operational support transactions over the medium-term, as thus reduce risks. Beyond this, marketing the Atari VCS to an expanded consumer target will phased over the coming years and will be regularly enhanced with new content, with full impact targeted over the next few fiscal years.

Moreover, in addition to the hardware and games part of its catalog, Atari is developing a recurring revenue model through partnerships and distribution agreements. This model is based on the largest possible games content and multimedia offer online and accessible via the Atari VCS. The first examples of partnerships appear on the Indiegogo site.

"Atari now has the means and a set of sufficiently diversified and complementary activities to project a long-term perspective, in particular with the Atari VCS or the development of our blockchain platform which will both be sources of growth over the next few years," declared Frédéric Chesnais, Chief Executive Officer and leading shareholder of Atari. *"The digital activities, both professional and fun, contribute more and more to economic development and our entire strategy is part of this, at the crossroads of Technology and Entertainment."*

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[1] Prices net of taxes valid in the United States and Canada – For other countries, see the website upon launch

The latest Atari VCS photos and logos may be accessed at: http://uberstrategist.link/ATARIVCS-PressKit.

About Atari

Atari, comprised of Atari SA and its subsidiaries, is a global interactive entertainment and multiplatform licensing group. The true innovator of the video game, founded in 1972, Atari owns and/or manages a portfolio of more than 200 games and franchises, including globally known brands such as Asteroids®, Centipede®, Missile Command® and Pong®. From this important portfolio of intellectual properties Atari delivers attractive online games for smartphones, tablets, and other connected devices. Atari also develops and distributes interactive entertainment for Microsoft and Sony game consoles. Atari also leverages its brand and franchises with licensing agreements through other media, derivative products and publishing. For more information: www.atari.com and www.atari-investisseurs.fr

There is still inherent uncertainty in the completion of these projects, their operating budget and financing plan, and the failure of these assumptions to materialize may affect their value.

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