



## **Atari® announces the expansion into Asia of RollerCoaster Tycoon® Touch™ for mobile devices, with versions dedicated to each country**

- **Partnerships signed for China, Japan, and South Korea**
- **Development of game versions adapted to the specifics of countries and establishment of local partnerships dedicated to marketing and community management.**

**Paris February 6, 2018** – Atari, one of the world's most famous publishers and producers of interactive entertainment, has announced the signing of three new partnerships enabling the expansion of RollerCoaster Tycoon® Touch™ into Asia. Atari has developed a specific version of RollerCoaster Tycoon® Touch™ for each of the three countries concerned: China, Japan, and South Korea. Local partner teams will provide marketing and support services, and run community activities.

Based on the RollerCoaster Tycoon license, one of the world's best selling franchises in the history of PC games, RollerCoaster Tycoon® Touch™ is an innovative simulation game released in February 2017, adapted for mobile devices in a 3D version, and which players can use to create, manage, and share their most creative amusement parks with their friends around the world. RollerCoaster Tycoon Touch has been a smash hit, with nearly thirteen million downloads and hundreds of millions of sessions played. Propelled to the top of the list both at the App Store and on Google Play, RollerCoaster Tycoon® Touch™ has received unanimous acclaim from distributors and players alike, who don't hesitate to call the game the best virtual amusement park experience.

Developing this game for these new countries required content changes and adaptations to local cultures which go far beyond a simple text translation. The local versions will be gradually released over the second quarter of 2018 and will be the subject of specific communications when the time comes. Atari will receive royalties on the earnings generated by the game, without marketing investment or community support.

*"We are thrilled to team up with new partners in Asia to develop our game over the long term in these new markets" says Atari CEO, Frédéric Chesnais. "By signing these agreements and creating new content adapted to each country, we have a chance to offer this game to millions more players."*

To download RollerCoaster Tycoon Touch:

- At the App Store: <http://apple.co/2q3sZ6V>
- On Google Play: <http://bit.ly/2pSEyTz>

For more information, visit the site: [www.RollerCoasterTycoon.com](http://www.RollerCoasterTycoon.com), like us on Facebook: [www.facebook.com/rollercoastertycoon](http://www.facebook.com/rollercoastertycoon) and follow us on Twitter [@OfficialRCT](https://twitter.com/OfficialRCT).

### **About Atari**

Atari, composed of Atari SA and its subsidiaries, is a multi-platform, global interactive entertainment and licensing company. A genuine video game innovator founded in 1972, Atari owns and/or manages over 200 games and franchises, including brands known the world over, like Asteroids®, Centipede®, Missile Command®, Pong®. From this major intellectual property portfolio, Atari produces attractive online games for smartphones, tablets, and other connected terminals. Atari also develops and distributes interactive games for Microsoft, Nintendo, and Sony consoles. Atari also capitalizes on its brand and franchises with licensing agreements through other media, derivative products, and publishing. More information available at: [www.atari.com](http://www.atari.com) and [www.atari-investisseurs.fr](http://www.atari-investisseurs.fr)

### **Contacts**

Atari - Philippe Mularski, CFO  
Tel +33 1 83 64 61 57 - [pm@atari-sa.com](mailto:pm@atari-sa.com)

Calyptus - Marie Calleux  
Tel + 33 1 53 65 68 68 - [atari@calyptus.net](mailto:atari@calyptus.net)