



ATARI receives the designation "Nasdaq International Select"

Creation of the "PONG-F" ticker on the US OTC¹ Market to provide Investor Access to Atari Shares

Paris, October 3, 2018 - The Atari Group announces having received the affiliation to the "Nasdaq International Select" program. The objective of this NASDAQ affiliation, combined with the creation of the PONG-F ticker on the US OTC Market, is to facilitate transactions on Atari shares for US investors by allowing them to trade them on the market. It does not entail the creation of additional shares.

Launched at the end of 2015 by the US marketplace Nasdaq, the "Nasdaq International Designation" program offers a quality label and improves the visibility of foreign shares for US investors. It also gives issuers access to a series of technical resources allowing them to better respond to specific demands from this investor base.

In addition, the creation of a new ticker ("PONG-F") on the US OTC Market, allows these investors to benefit from simple administrative procedures, similar to those of US company shares, for buying and selling Atari shares.

This affiliation has no impact on the Atari share which is still listed on Euronext Paris (compartment C, ISIN code FR0010478248, ticker ATA) and regulated by the AMF. In particular, the number of shares in circulation and the applicable stock market regulations stay the same.

Frédéric Chesnais, Chairman and Chief Executive Officer and main shareholder of the Atari Group, commented: *"Atari is a particularly emblematic brand in the United States. Faced with investor demand, we wished to have additional visibility in the US community and have dollar trading mechanisms, adapted to these audiences"*.

Disclaimer

The member companies of the "Nasdaq International Designation" program are not listed or traded on Nasdaq and are not subject to the rules and standards applicable to shares listed or traded on this market. The program does not require the filing with the SEC (US Securities and Exchange Commission), but the program's issuers have to prove their compliance with the standards of their domestic regulator for their latest publications. For more information: <http://www.business.nasdaq.com/list/international-designation>

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.

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® or 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

¹ "OTC" ("over the counter") market.

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