



Atari announces the development of 2 mobile games under an exclusive partnership with Jonathan Cheban, AKA “Foodgōd”

Foodgōd is a personality followed by close to 3 million fans on social networks

New restaurant attractions in RollerCoaster Tycoon Touch

Preparation of a new version of the famous game Food Fight

Paris, April 9, 2018 – At the end of March 2018, Atari, one of the world’s most famous editors and producers of interactive entertainment, and Jonathan Foodgōd, television personality, social influencer, entrepreneur and cooking aficionado, entered into an exclusive partnership for the development of 2 mobile games. *RollerCoaster Tycoon Touch*, which already has more than 13 million fans, will have new restaurant attractions offered to an expanded audience. A new version of *Food Fight*, a hit arcade game from the 80s, will also be developed on mobile phones and updated to include Jonathan Foodgōd’s contributions.

Made famous by his contributions to the reality TV series Keeping up with the Kardashians, Foodgōd rallies together a community of close to 3 million fans who follow his updates and culinary recommendations daily on social media.

This collaboration will combine Foodgōd’s popularity and knowledge with Atari’s expertise in mobile games, to offer an addictive new genre of gameplay Stephen Belafonte will be one of the producers of the game. The partners are planning to develop RollerCoaster Tycoon by the end of 2018, based on the lessons learned from this first game, by the progressive worldwide launch of Food Fight.

This agreement is part of Atari’s strategy over the past few years and follows the *Game Developers Conference* (“GDC” March 2018, San Francisco). This strategy and its recent progress are based on business lines and with the following recent announcements:

- Video game: partnership with Jonathan Foodgōd;
- Casino: license and equity agreement involving an approximately 15% stake in Bayside Games, Inc., a company that develops e-sport tournaments;
- Atari VCS: presentation to the specialized press of the new multimedia console;
- TV/movies and licenses: continue strategic discussions.

In parallel, the Group continues to invest in blockchains, with a cross-sectoral approach that covers each of the above activities. The Group now operates in three main areas: the Atari platform with the Atari Token, crypto-casinos and finally the partnership with Bayside Games, Inc.

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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