



**Anthony Di Iorio, one of the founders of Ethereum
and CEO and Founder of Decentral & Jaxx,
joins the Atari blockchains platform as a co-founder**

- ***This expert's presence reinforces the strategy, technological choices made, and the potential of the Atari platform***
- ***Ethereum is the most used blockchain platform in the world***
- ***The market capitalization of the Ether, the cryptocurrency associated with Ethereum, currently exceeds \$75 billion USD.***

Paris, France – May 7, 2018, 8:00 AM. The Atari Group announces that Anthony Di Iorio has joined the Atari blockchain platform as an Honorary Co-founder. The Atari platform is intended to give access to all forms of *Digital Entertainment*, a very wide scope ranging from video games to movies and music, and to enable users to make the most of their time, effort and skills in these areas. The full press release in English for the Atari platform is available at: <http://www.atari-investisseurs.fr/communiqués-de-presse>.

Anthony Di Iorio is one of the founders of the Ethereum platform. He is also the founder and CEO of the decentralized platform Decentral and its flagship product Jaxx, a portfolio of cryptocurrencies. Ethereum is a decentralized platform, using blockchain technology for secure exchanges between participants through Smart Contracts. The current capital position of Ether, the cryptocurrency used to implement *Smart Contracts*, is \$75 billion USD. This is one of the most successful achievements in the field of blockchains worldwide.

Anthony Di Iorio's arrival is a guarantee of quality for the Atari blockchain platform. It confirms the strategy and relevance of the technological choices made to date. More long-term, Anthony Di Iorio's contribution, thanks to his technical skills, expertise and knowledge of the world of blockchains, strengthens the Atari platform's outlooks on this segment.

Besides Frédéric Chesnais and Anthony Di Iorio, the team of the founders of the Atari blockchain platform also includes Ron Dimant (entrepreneur of the video game industry) and Daniel Doll-Steinberg (innovator in the field of platforms). These four co-founders bring together solid and recognized expertise in video games, secure content management platforms, blockchains, and decentralized systems, supported by an iconic brand.

"I grew up with Atari, and product design and development are important to me. I find it exciting to meet experienced teams who are working on projects that not only focus on the user experience but are also evolutionary and functional. The Atari team has an innovative concept, and I am thrilled to take part in this project. Over the past few years, I have come across a lot of blockchain projects and I have always been more interested in companies seeking to create new models of economic platforms and monetization," declares Anthony Di Iorio.

“The collaboration with Anthony Di Iorio is an undeniable advantage and one of the founding moments in the life and development of our blockchains platform,” declared Frédéric Chesnais, CEO and leading shareholder of Atari. *“The combination of different technological, marketing, multimedia and platform expertise, and more generally access to Anthony’s network may be determining factors in the success of the decentralized Atari platform.”*

The blockchain platform is currently developed by Infinity Networks Ltd (Gibraltar). Atari has a 15% stake in the capital and a 17.5% stake in the results of Infinity Networks Ltd as well as a right to royalties. The platform will work using a cryptocurrency, the *Atari Token*. Anthony Di Iorio subscribed all of the *Atari Tokens* for the initial round. The terms for the sale of Tokens will be announced in the coming months. The issuance and sale of Tokens have no direct or indirect impact in terms of dilution for Atari, SA or for its shareholders.

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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® 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

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