



Atari® and Bayside Games, Inc. finalize their agreement in e-Sport with a gaming license and equity investment by Atari

Atari has granted *Bayside Games* a license for developing tournament-based games of skills and “player vs. player” games offering winnings in real money¹

The tournament games platform will use blockchain technology in the future, to rely on the latest security innovations

Atari will hold nearly 15% of Bayside Games

Paris, April 5, 2018 – Atari, one of the world’s most famous publishers and producers of interactive entertainment, and Bayside Games, Inc., a company that develops tournament games, today announce their exclusive partnership to develop competitions based on the iconic Atari games. Playing some of the most popular Atari games like Pong®, Millipede® or Lunar Lander®, players can win real money based on their performance in Cash Game tournaments and “player vs player” matches. In Bet or Practice mode, the game can be accessed for free.

Atari titles are planned for the second half of 2018 and will be available under different environments, in particular, PC, Mac, iOS, Android, only in countries where the regulations allows their use.

The tournament mechanisms will also use, in the future, the blockchain technology to allow increased security of transactions. This agreement strengthens Atari’s significance in this field, in addition to developments that have already begun (Atari platform; crypto-casinos).

In consideration for this license, Atari will receive royalties with a guaranteed minimum and will also receive, without any cash investment, marketable securities representing nearly 15% of Bayside Games. This level of holding may vary slightly based on the valuation paid by third-party investors.

“We are thrilled to be partnering with Bayside Games, Inc. for their new game of skill platform”, declared Frédéric Chesnais, Chief Executive Officer of Atari. “Atari was one of the pioneers of the video game industry with competitive titles from the beginning and our classic games are a natural destination for e-Sport.”

“Atari’s iconic games on our platform is ideal”, declared Joshua Barrow, Chief Financial Officer of Bayside Games. “We want to offer fun and simple games, with addictive gameplay, where players can win money. Atari’s classic titles make it possible fulfill this high demand.”

¹ when the local regulations allow it

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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