



Atari® will present the ATARI VCS™, its new multimedia system inspired by 40 years of history, at the *Game Developer Conference* in San Francisco,

Paris, March 19, 2018 – Atari, one of the world’s most famous publishers and producers of interactive entertainment, announces the official name of its new gaming and entertainment platform: the Atari VCS, known until now under its code name "Ataribox". This platform will be presented to the press this week at the *Game Developer Conference* in San Francisco. During this event, the Atari VCS prototype will be revealed, as well as new accessories, including the Classic Joystick and the Modern Controller, with the objective of an exclusive pre-order date announced for April 2018.

Inspired by the iconic image of Atari 2600, its skillful mixture of modern lines and retro details combined with innovative technology has already generated lots of positive reactions from Atari fans. The Atari VCS of course offers a retro game play of the brand but, much more than a “retro box”, it is first and foremost a new interactive system for the living room televisions of today, like the original Atari 2600 video system was more than 40 years ago.

“Each member of the teams involved in the new platform is eager and equally fanatical about the brand and its heritage, of which we are huge fans,” indicated Michael Arzt, COO of Atari Connect. *“With the use of the name Atari VCS, with its rich history, we are vested with a strong responsibility and that’s why we moved an imminent launch to the end of next year. It was a difficult decision to make in an active countdown but we do not want to leave any uncertainty, even for one detail. We hope that Atari fans will appreciate the extreme attention to detail and we are sure that they will be as enthusiastic as we are about the Atari VCS. ”*

The latest Atari VCS photos and logos may be accessed at <http://uberstrategist.link/ATARIVCS-PressKit>.

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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