



## **Atari: Developments in blockchains and cryptocurrencies**

- ***Signing of the contract for Atari Token, the cryptocurrency associated with a blockchain platform in the Entertainment field.***
- ***Additional cryptocurrency projects underway particularly in crypto-casinos***

**Paris, France – February 8, 2018.** The Atari Group announced two major development projects in blockchain and cryptocurrencies, with a capital investment in a crypto-platform, and the creation of a dedicated Token (the “Atari Token”), and also the coming launch of casino platforms offering game options in cryptocurrencies.

### **Equity stake in Infinity Networks Ltd (Gibraltar) and creation of the Atari Token**

Atari has a 15% stake in the capital and a right to 17.5% in the results of the company *Infinity Networks, Ltd (Gibraltar)*. This investment, made with no cash outlay by Atari, demonstrates all the appeal of the Atari brand. *Infinity Networks, Ltd (Gibraltar)*, a company created by a team of renowned veterans of the entertainment and finance industry and managed by Ron Dimant and Daniel Doll-Steinberg, has an advisory council of leading personalities in the field of blockchain technologies. The company is developing a decentralized platform giving access to all forms of *digital entertainment*, meaning a very large offering, ranging from video games to movies and music. This platform, under development, will work using a cryptocurrency, the *Atari Token*. In exchange for these equity investments, profit-sharing and shares of future royalties, Atari granted *Infinity Networks, Ltd (Gibraltar)* a long-term user license for the Atari brand.

*"Blockchain technology is bound to take a very important place in our environment and to transform, if not revolutionize, the current economic ecosystem, in particular in the video game industry and in online transactions,"* declared Frédéric Chesnais, CEO of Atari. *"Given our technological strengths with development studios, and the Atari brand's global reputation, we have the opportunity to take on a competitive position in this sector. Our objective is to take strategic positions with a limited cash risk, in order to make the most of Atari's assets and brand."*

## **Upcoming launch of casino platforms accepting cryptocurrencies**

The investment in *Infinity Networks, Ltd (Gibraltar)* is the first investment made by Atari in the field of blockchain and cryptocurrencies.

The Atari Group is actively working to identify and negotiate additional opportunities, taking equity holdings in exchange for a trademark license and with very limited cash outlays.

The second project under way is strengthening the partnership with Pariplay, Ltd as part of the 2018 launch of casino platforms allowing players to bet either real money or with most of the cryptocurrencies currently in circulation. These casino sites will offer many Atari games. To broaden the appeal of these new casinos, and once the Atari Token is available, Atari is planning to launch the Pong Token, a second Token dedicated to crypto-casinos that can be used on these gaming sites. The details of this crypto-casino launch will be announced soon.

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There is always 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](http://www.atari.com) and [www.atari-investisseurs.fr](http://www.atari-investisseurs.fr)

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