



## **BlueBay to interrupt the sale process of its holding in Atari**

**Paris, January 31, 2011** – Atari has been informed by BlueBay Value Recovery (Master) Fund Limited and BlueBay Multi-Strategy (Master) Fund Limited (collectively referred to as “BlueBay”), Atari’s reference shareholders, that they have concluded the disposal process, previously announced on October 21, 2010, regarding their holding in Atari (representing approximately 17.6% of the share capital of Atari). The disposal process has not resulted in the signing of a binding protocol with one of the potential investors. BlueBay reserves the right to resume discussions regarding a disposal of their stake should the market conditions allow it.

### **About Atari, SA**

Atari group is a global creator, producer and publisher of interactive entertainment for interactive game platforms that include PC, online, consoles from Microsoft, Nintendo and Sony and advanced smart phones (i.e. iPhone, Android terminals and RIM). Divisions of Atari, S.A. include Cryptic Studios, Eden Studios, Atari Interactive, Inc. and Atari, Inc.

Atari benefits from its global brand and an extensive catalogue of popular games based on classic owned game franchises (Asteroids®, Centipede®, Missile Command®, Lunar Lander®), original owned franchises (Test Drive®, Backyard Sports®, Deer Hunter®), MMO games from Cryptic Studios (Star Trek™ Online, Champions™) and third party franchises (Ghostbusters®, Rollercoaster Tycoon®, Dungeons and Dragons®). Atari capitalizes on the attractiveness of its franchises to offer entertainment and mass-consumption products across the whole world.

For more information: [www.atari.com](http://www.atari.com) and [corporate.atari.com](http://corporate.atari.com)

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### **For more information, please contact**

#### **Investment relations and corporate press**

Calyptus : Marie Ein – Alexis Breton

Tel + 33 (0) 1 53 65 68 68

[atari@calyptus.net](mailto:atari@calyptus.net)