



Atari VCS: Announcement of exclusive distribution partnerships with Walmart and GameStop and presentation to the press during the E3 Expo in Los Angeles

Online presales in partnership with GameStop and Walmart

User-interface, “Sandbox” mode and new processor

Technical configuration and pricing range

Paris, June 11, 2019 – On the occasion of the E3 Expo, the largest video game trade event in the world, taking place from June 11 to June 13 in Los Angeles, Atari is presenting to the press, retailers and partners the latest updates and advances of the Atari VCS, its home gaming and entertainment system.

Atari has signed exclusive distribution agreements for the Atari VCS with Walmart.com and GameStop.com, and the official online presale will begin this week for U.S. customers. The systems and accessories, including exclusive editions for these distributors, will be available to preorder for deliveries starting in March 2020. The VCS systems pre-ordered on Indiegogo will be delivered in late 2019 as planned. Pricing starts at \$249.99 for the Atari VCS 400 Onyx (4GB) and tops off at \$389.99 for one of three Atari VCS 800 (8GB) All-In system bundles. International distribution preparations are ongoing and more details will be announced in due course.

“Atari made a commitment to its fans to make the new VCS the best and most versatile game and home entertainment platform it can be, with a wide array of options.” said Atari CEO Frédéric Chesnais. *“After so many months of working on defining and refining the products, and after the strong initial support of our thousands of original Indiegogo backers, we are excited to finally and officially announce our product launch configurations, first key retail partnerships and the launch of the online presale that will put the VCS into the hands of America’s gamers.”*

On the occasion of E3, during meetings scheduled by appointment only, Atari will present a demo of the Atari dashboard and showcase the power of the AMD Ryzen chip that powers the VCS. Users will experience an ever-expanding Atari world of all-new and classic games, including Atari games, streaming multimedia and personal apps; or can easily make their own.

The unique Atari Sandbox Mode unlocks an open and expandable multimedia PC enabling complete freedom and versatility.

The start of the presale and retail partnerships brings the successful original launch campaign to a close. Total gross sales have topped \$4 million with more than 12,000 individual contributors.

Note:

There are always inherent uncertainty in achieving objectives, the operating budget and the financing plan, and the non-realization of assumptions may have an impact on the valuation of the Group's assets and liabilities.

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, Sony and Nintendo 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/en/. Atari shares are listed in France on Euronext Paris (Compartment C, ISIN Code FR0010478248, Ticker ATA), in Sweden on Nasdaq First North as Swedish Depositary Receipts (ISIN Code SE0012481232, Ticker ATA SDB) and are eligible for the Nasdaq International program in the United States (OTC - Ticker PONGF).

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