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PixelPlay Signs Agreement to License Select Classic Atari and Hasbro Properties for Interactive Television Games

Agreement Revives Popular Atari Games for Interactive Television Service Subscribers

NEW YORK – April 11, 2005 – PixelPlay, the leading provider of entertainment and state-of-the-art technology for emerging platforms, and Atari, Inc (NASDAQ: ATAR) a leading publisher of interactive entertainment software, today announced an agreement whereby PixelPlay will create and publish four classic Atari games and four Hasbro (NYSE: HAS) board game brands for interactive television platforms in the U.S. and Canada. PixelPlay will integrate notable Hasbro brands, including SCRABBLE, YAHTZEE, MONOPOLY, and BOGGLE, as well as Atari's original arcade games, *Centipede*[™], *Asteroids*[™], *Missile Command*[™] and *Breakout*[®], reviving these classic games for its interactive television subscribers.

Capitalizing on the popularity of Atari's classic arcade games and combining Hasbro's well-known brands with PixelPlay's extensive network of digital television platform partners creates a unique and unprecedented offering for consumers. Hasbro's timeless games are a natural fit for integration with PixelPlay's unique JIVE[™] technology, which enables score submission, leader boards, and tournaments, as well as multi-player capabilities.

"This agreement with Atari makes it possible for PixelPlay to provide the depth of recognizable brands necessary to broaden the subscription gaming packages for all of our network service providers," said Ron Chaimowitz, CEO of PixelPlay. "Not only will subscribers have access to our sophisticated interactive gaming technology, which is ideal for these traditionally multi-player games, but they will also have a larger selection of classic popular games that appeal to more diverse interests."

"We are excited to be working with PixelPlay to allow a new generation of fans to enjoy great Atari and Hasbro games on the emerging iTV platform," said Wim Stocks, Executive Vice President at Atari, Inc. "This agreement ensures that these classic Atari and Hasbro properties will have a prominent place in interactive television gaming."

PixelPlay has established exclusive licensing agreements with many of the world's top brands ranging from notable family entertainment to classic arcade games, with the goal of providing unmatched content to the burgeoning casual game and edutainment markets on the interactive television platforms.

About Atari

New York-based Atari, Inc. (NASDAQ: ATAR) develops interactive games for all platforms and is one of the largest third-party publishers of interactive entertainment software in the U.S. The Company's 1,000+ titles include hard-core, genre-defining games such as *DRIV3R*[™], *Enter the Matrix*[™], *Neverwinter Nights*[™], *Stuntman*[™], *Test Drive*[®], *Unreal*[®] *Tournament 2004*, and *Unreal*[®] *Championship*; and mass-market and children's games such as *Backyard Sports*[™], Nickelodeon's *Blue's Clues*[™] and *Dora the Explorer*[™], *Dragon Ball Z*[®] and *RollerCoaster Tycoon*[®]. Atari, Inc. is a majority-owned subsidiary of France-based Infogrames Entertainment SA (Euronext – ISIN: FR-0000052573), the largest interactive games publisher in Europe. For more information, visit www.atari.com.

About Hasbro Properties Group

The Hasbro Properties Group (HPG), the intellectual property development arm of Hasbro, Inc., (NYSE:HAS), translates one of the industry's richest portfolios of brands into a world of fun and excitement for children and adults globally. Through a host of publishing, lifestyle and entertainment platforms, HPG is able to surround fans worldwide with consumer products that expand Hasbro's core brands, such as TRANSFORMERS, DUEL MASTERS, MY LITTLE PONY, MONOPOLY and CANDY LAND, beyond the toy and game aisle, creating rich lifestyle experiences.

About PixelPlay

PixelPlay is the leading provider of entertainment and state-of-the-art technology for emerging platforms including interactive television, broadband, IPTV, and mobile devices worldwide. The Company creates and distributes games featuring many top brands including *Asteroids*™, MONOPOLY, SCRABBLE and popular children's brands such as Little Bear and Reader Rabbit®. These notable brands combined with PixelPlay's patented JIVE™ Technology which enables consumers to experience cross-platform, multi-player interaction, allows the Company to provide highly profitable entertainment services to MSOs and wireless carriers. Headquartered in New York, PixelPlay was recently formed by the combination of Pixel-Technologies and PlayTV.

As a result, the Company's executive management team has more than 50 years combined experience in media technology and entertainment and is now a driving force in the ITV industry. In 2004 PixelPlay was named "EchoStar Developer of the Year" and is recognized as a Mobility Preferred Partner by Microsoft, which presented PixelPlay with their "Entertainment Application Developer of the Year Award." For more information, please visit www.pixelplay.com

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