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ATARI REVEALS NEW DRAGON BALL Z® VIDEOGAME LINEUP FOR 2004

Three New Titles Offer Authentic And Exciting Gameplay

BEVERLY, MA, April, 30, 2004 – Acknowledging the global demand for and success of the Dragon Ball Z® video game franchise, Atari, Inc. (Nasdaq: ATAR) today announced its DBZ® lineup for 2004. The three titles, ***Dragon Ball Z®: Budokai™ 3*** for the PlayStation®2 computer entertainment system, ***Dragon Ball Z®: Supersonic Warriors™*** and ***Dragon Ball® Z: Buu's Fury™*** for Nintendo's Game Boy® Advance. Players will find Goku® and his fellow Z-Warriors in a new realm of challenges and missions. Fans will enjoy leading them through everything from a massive RPG world based on the Buu Saga to breathtaking battles against some of the most powerful enemies in the DBZ® universe.

Affirmed as one of the dominant video game franchises in recent years, Dragon Ball Z® underscores Atari's ability to identify cultural trends and opportunities, and maximize their potential in the interactive entertainment space. According to recent data from the NPD Group, as of March 2004, the Dragon Ball Z® franchise has combined to sell more than 5.7 million units in the U.S. alone.

"From the outset, our goal was to work closely with FUNimation to faithfully recreate the Dragon Ball Z® experience for video game consumers," said Nancy MacIntyre, vice president of Marketing for Atari's Beverly studio. "By adhering to that very high standard, we are prepared to deliver a new array of different and exciting DBZ® games."

"Atari has taken Dragon Ball Z to new heights in the interactive industry. The majority of our fan base craves video games that satisfy not only their DBZ fandom, but also their need for a great game," said Gen Fukunaga, president of FUNimation Productions, Ltd. "Atari has the experience and know-how to successfully combine both of these elements and deliver great DBZ games to the market place."

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Dragon Ball Z®: Budokai™ 3 is the third in the successful PlayStation®2 series developed by DIMPS and whose new features promise to make it the best-ever DBZ® fighting experience on next-generation consoles. **Dragon Ball Z®: Buu's Fury™** and **Dragon Ball Z®: Supersonic Warriors™** for Game Boy® Advance, developed by WebFoot and Banpresto, respectively, offer the 20 million Game Boy® Advance and Game Boy® Advance SP owners challenging DBZ® action wherever they go.

Web sites for the Dragon Ball franchise receive more than 8 million hits per day and the term "Dragonball" was a Top 10 search term on the Lycos 50 Daily Report for a total of 200 consecutive weeks. With more than \$3 billion in related merchandising worldwide and over 15 million home videos sold, the Dragon Ball brand has created a new standard for animated action series.

For additional information on Dragon Ball Z®, visit www.dragonballz.com.

About FUNimation

FUNimation Productions, Ltd. is a full-service brand management company with in-house production, licensing, Internet, marketing, and home video sales and distribution divisions. The company manages brands such as the international phenomenon Dragon Ball Z®; Dragon Ball®, the precursor to Dragon Ball Z; Dragon Ball GT®, the long awaited sequel to Dragon Ball Z® currently airing on Cartoon Network; Yu Yu Hakusho®, the hit series seen by millions on Cartoon Network; the recently announced mega-hit series Case Closed, known in Japan as Detective Conan, which is coming to Cartoon Network on May 24, 2004; and many other fan favorites. For additional information on FUNimation and its properties visit www.funimation.com, or contact Jeff Dronen at 817-788-0627, ext. 251, or pr@funimation.com.

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 *Driver™*, *Enter the Matrix™*, *Neverwinter Nights™*, *Stuntman™*, *Test Drive®*, *Unreal® Tournament 2003*, and *Unreal® Championship*; and mass-market and children's games such as *Backyard Sports™*, *Nickelodeon's Blue's Clues™* and *Dora the Explorer™*, *Civilization®*, *Dragon Ball Z®* and *RollerCoaster Tycoon®*. Atari, Inc. is a majority-owned subsidiary of France-based Infogrames Entertainment SA (Euronext 5257), the largest interactive games publisher in Europe. For more information, visit www.atari.com.

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