

# Press Release



## iFone releases V-Rally 3D For Mobile Phones iFone partners with EXIT GAMES to provide connected features

**HAMBURG, GERMANY March 20, 2006** - iFone, the leading wireless entertainment publisher, and Atari, Inc. (Nasdaq: ATAR), a leading global publisher of video games, today announced the launch of ATARI's V-Rally 3D for mobile phones

V-Rally 3D is iFone's first in a series of 3D games expected to be launched in 2006 and is based on Atari's best Selling PlayStation console version. Synonymous with high speed and adrenaline thrills V-Rally 3D pushes the limits of the mobile phone platform to deliver a spectacular multi-player console-like racing experience.

This exclusive mobile version offers a number of connected features that are provided by the EXIT GAMES Neutron multiplayer solution. Exit Games Neutron is the leading managed service platform for connected and multiplayer mobile games available for Java and BREW. The middleware has a technical reach of about 500m users thanks to its direct connections with operators world wide enabling multi-carrier gaming, billing and presence in 2,5G and 3G networks. Neutron's rich feature-set for gameplay, community, billing and administration allows fast and easy development of world's best connected games.

Each different location offers a range of unique features and varied track conditions. Players can keep track of their vitals during the game with a sophisticated in game interface which includes a Timer, Speedometer and Tachometer. Three modes of play are available including a race against the clock in Time attack, Championship mode which includes a range of unique driving features and Multiplayer mode which allows players from around the globe to compare their driving skills with other players by racing ghost cars downloaded from the high score hall of Fame rankings.

Enda Carey, iFone Marketing Director added, "V-Rally is a unique 3D Mobile driving experience. It's been developed with sophisticated 3D technology to offer a driving experience close to that of the original console version. It's the best Rally driving experience on a mobile phone".

"We are very excited to be working with a leading global publisher such as iFone, who has an outstanding portfolio of top-selling games says Harald Behnke, CEO of Exit Games. "The launch of connected top titles like V-Rally 3D underlines the increasing popularity of Multiplayer features within mobile games."

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## About Exit Games

Exit Games is a software provider for mobile entertainment platforms. The core product Exit Games Neutron is the leading mobile multiplayer solution, connecting mobile operators and users all over the world. Clients and partners of Exit Games are leading publishers, developers and mobile communications companies like Ifone, Mobile Lingo, Skyzone, Fremantle, Vodafone, Sprint, T-Mobile, Qualcomm, Sony Ericsson, Siemens or BenQ Mobile. Exit Games was founded in 2003 on venture capital funding and maintains branches in Hamburg, Germany and San Francisco, CA /USA.

Need more information? Visit Exit Games at GDC, Mobile Pavillon, booth # 1610

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For more information and printable image material please see: [www.exitgames.net](http://www.exitgames.net).

## About iFone Ltd

iFone is a global leader in wireless entertainment, specialising in the development, production and publishing of wireless entertainment content for mobile devises.

iFone operates a global distribution network live in 50 countries and has strategic partnerships with over 100 network operators. With an exceptional track record in the deployment of mass-market brands in the wireless space, iFone develops entertainment content for a wide range of handsets in all major languages.

Complemented by a world-class account management, publishing and brand acquisition team, iFone combines a huge wealth of experience and technical knowledge from across the industry.

For more information please visit [www.ifone.com](http://www.ifone.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 franchises such as DRIVER™, The Matrix™ (Enter The Matrix and The Matrix: Path of Neo), Stuntman™ and Test Drive®; and mass-market and children's franchises such as Nickelodeon's Blue's Clues™ and Dora the Explorer™, and Dragon Ball Z®. 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](http://www.atari.com).