

7-May-04

Press release for immediate release:

Hasbro's MICRO MACHINES brand goes mobile

Global wireless entertainment publisher iFone Ltd and top development house Daydream Software AB today announce a mobile game version based on MICRO MACHINES, the iconic brand of highly stylized mini vehicles. Mobile phone gamers will now be able to recreate the performance and excitement of MICRO MACHINES vehicles on their mobile phones.

Under license from Atari, Inc., and Hasbro, Inc. (NYSE:HAS), the MICRO MACHINES mobile game allows gamers to burn tires in single player races. The games are developed in J2ME and offer players all the fun, excitement and challenging gameplay associated with the previous video game titles based on the MICRO MACHINES brand. The MICRO MACHINES games will be distributed via the iFone sales channels to all the major international operators such as Vodafone, AT&T, Sprint, O2, Orange, and T-Mobile in Q2 this year.

Enda Carey, Marketing Manager at iFone said, *"We have chosen Daydream as our strategic development partner because of their development skills and potential. They also bring some unique technology to the mobile space."*

Do Hellbom, Chief Executive Officer at Daydream said, *"We are glad to work on an international brand like MICRO MACHINES since we have already established ourselves as an important mobile games actor with our own innovative titles."*

Screenshots available from Pelle Stafshede at Daydream Software AB, phone: +46 733 16 95 35 or email: pelle.stafshede@daydream.se. For game information, please contact marketing@ifone.com.

About iFone Ltd:

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

For more information about iFone, please contact:

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About Daydream Software AB:

Daydream is a Swedish based company with strong focus on development of interactive entertainment within the console and mobile arenas. Since 1994 Daydream has developed cuttingedge entertainment for publishers, operators, and phone manufacturers on a global basis.

For more information about Daydream, please contact:

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About Atari Inc:

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(TM)*, *Enter the Matrix(TM)*, *Neverwinter Nights(TM)*, *Stuntman(TM)*, *Test Drive®*, *Unreal® Tournament 2003*, and *Unreal® Championship*; and mass-market and children's games such as *Backyard Sports(TM)*, *Nickelodeon's Blue's Clues(TM)* and *Dora the Explorer(TM)*, *Civilization®*, *Dragon Ball Z®* and *Roller Coaster 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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About Hasbro:

Hasbro is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its *PLAYSKOOL*, *TONKA*, *MILTON BRADLEY*, *PARKER BROTHERS*, *TIGER* and *WIZARDS OF THE COAST* brands and products provide the highest quality and most recognizable play experiences in the world.

MICRO MACHINES is a trademark of Hasbro and is used with permission.