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Hearing Date and Time: February 14, 2013 at 10:00 a.m.
Objection Deadline: February 7, 2013 at 4:00 p.m.

Proposed Attorneys for Debtors and Debtors-in-Possession

UNITED STATES BANKRUPTCY COURT
SOUTHERN DISTRICT OF NEW YORK

In re:	}	Chapter 11
ATARI, INC., <i>et al.</i> ,	}	Case No. 13-10176 (JMP)
Debtors. ¹	}	(Jointly Administered)

**NOTICE OF HEARING ON APPLICATIONS OF
THE DEBTORS AND DEBTORS-IN-POSSESSION FOR ORDERS
(I) AUTHORIZING THE EMPLOYMENT AND RETENTION OF
BMC GROUP, INC. AS NOTICING AND CLAIMS AGENT FOR THE
DEBTORS, AND (II) AUTHORIZING THE EMPLOYMENT AND RETENTION
OF PROTIVITI, INC. AS FINANCIAL ADVISOR FOR THE DEBTORS**

PLEASE TAKE NOTICE that on January 22, 2013, the debtors and debtors-in-
possession in the above-captioned cases (collectively, the “Debtors”) filed the *Application of the
Debtors and Debtors-in-Possession for Entry of an Order Authorizing the Employment and
Retention of BMC Group, Inc. as Noticing and Claims Agent for the Debtors* [Docket No. 20]
(the “BMC Group Application”).

PLEASE TAKE FURTHER NOTICE that on January 31, 2013, the Debtors filed the
Application of the Debtors and Debtors-in-Possession to Employ and Retain Protiviti Inc. as

¹ The other Debtors are Atari Interactive, Inc., Humongous, Inc., and California U.S. Holdings, Inc.

Their Financial Advisor [Docket No. 46] (the “Protiviti Application”; together with the BMC Group Application, the “Applications”).

PLEASE TAKE FURTHER NOTICE that a hearing on the Applications will be held on **February 14, 2013 at 10:00 a.m. (prevailing Eastern Time)** before the Honorable James M. Peck, United States Bankruptcy Judge, at the United States Bankruptcy Court for the Southern District of New York, Alexander Hamilton Custom House, One Bowling Green, Courtroom Number 601, New York, New York 10004 (the “Bankruptcy Court”).

PLEASE TAKE FURTHER NOTICE that objections, if any, to the relief requested in the Applications (i) must be in writing; (ii) shall conform to the Federal Rules of Bankruptcy Procedure and the Local Bankruptcy Rules for the Bankruptcy Court; (iii) be filed in accordance with General Order M-399 of the Bankruptcy Court, which can be found at www.nysb.uscourts.gov; (iv) shall set forth the name of the objecting party and the basis for the objection and the specific grounds therefore; (v) shall be filed with the Clerk of the Bankruptcy Court (with a courtesy copy delivered directly to the Chambers of the Honorable James M. Peck), together with the proof of service thereof; and (vi) shall be served in a manner so as to actually be received by (a) Hunton & Williams LLP, Proposed Attorneys for the Debtors, 200 Park Avenue, 53rd Floor, New York, New York 10166, Attn: Peter S. Partee, Sr., Esq.; and (b) the Office of the United States Trustee for the Southern District of New York, 271 Cadman Plaza East, Suite 4529, Brooklyn, New York 11201, Attn: Richard C. Morrissey, Esq., **no later than 4:00 p.m. on February 7, 2013 (prevailing Eastern Time)**.

PLEASE TAKE FURTHER NOTICE, that if you fail to file and serve a timely response to the Applications in accordance with the above requirements, the Bankruptcy Court may grant the relief requested in the Applications without further notice or hearing.

PLEASE TAKE FURTHER NOTICE that copies of the Applications may be obtained from the Debtors' proposed claims and noticing agent, BMC Group, Inc. by visiting the website <http://www.bmcgroup.com/atari>. Copies of the Applications may also be obtained by accessing the Court's website at www.nysb.uscourts.gov through an account obtained from Pacer Service Center at 1-800-676-6856.

Dated: New York, New York
January 31, 2013

HUNTON & WILLIAMS LLP

/s/ Peter S. Partee, Sr.

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