

AKIN GUMP STRAUSS HAUER & FELD LLP
One Bryant Park
New York, New York 10036
Telephone: (212) 872-1000
Facsimile: (212) 872-1002
Ira S. Dizengoff
Kristine G. Manoukian

Robert S. Strauss Building
1333 New Hampshire Avenue, N.W.
Washington, DC 20036-1564
Telephone: (202) 887-4000
Facsimile: (202) 887-4288
Scott L. Alberino (*Admitted Pro Hac Vice*)

Counsel to the 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 (I) ENTRY OF CONFIRMATION ORDER, (II) OCCURRENCE OF THE
EFFECTIVE DATE AND (III) BAR DATES FOR FILING CERTAIN CLAIMS**

PLEASE TAKE NOTICE THAT on December 5, 2013, the United States Bankruptcy Court for the Southern District of New York (the “*Court*”) entered the *Findings of Fact, Conclusions of Law and Order Confirming the Debtors’ Joint Plan of Reorganization Under Chapter 11 of the Bankruptcy Code* [Docket No. 497] (the “*Confirmation Order*”). Among other things, the Confirmation Order confirmed the *Debtors’ Joint Plan of Reorganization Under Chapter 11 of the Bankruptcy Code* [Docket No. 379] (the “*Plan*”)², thereby authorizing Atari, Inc. and its affiliated debtors and debtors in possession in the above-captioned chapter 11 cases (collectively, the “*Debtors*”) to implement the Plan in accordance with its terms.

¹ The “*Debtors*” are: Atari, Inc.; Atari Interactive, Inc.; Humongous, Inc.; and California U.S. Holdings, Inc.

² Capitalized terms used but not otherwise defined herein shall have the same meaning ascribed to such terms in the Plan.

PLEASE TAKE FURTHER NOTICE THAT copies of the Confirmation Order and the Plan may be obtained by (a) writing to BMC Group, Inc., Attn.: Atari Claims Processing, PO BOX 3020, Chanhassen, MN 55317-3020, (b) calling the Debtors' bankruptcy hotline at (888) 909-0100 or (c) visiting the Debtors' bankruptcy website at <http://www.bmcgroup.com/atari>, or for a fee via PACER at <https://ecf.nysb.uscourts.gov>.

PLEASE TAKE FURTHER NOTICE THAT on **December 24, 2013**, the Effective Date under the Plan occurred.

PLEASE TAKE FURTHER NOTICE THAT pursuant to paragraph ninety-six (96) of the Confirmation Order, all proofs of Claim with respect to Claims arising from the rejection of Executory Contracts or unexpired leases, if any, must be filed with the Court and served on the Reorganized Debtors on or before (a) the first Business Day that is thirty (30) calendar days after the Effective Date, with respect to the Executory Contracts and unexpired leases rejected pursuant to the Plan, (b) the first Business Day that is thirty (30) calendar days after entry of an order authorizing the rejection of the relevant Executory Contract or unexpired lease, with respect to the Executory Contracts and unexpired leases rejected other than pursuant to the Plan or (c) such other date as is ordered by the Court. Accordingly, if you are a counterparty to an Executory Contract or unexpired lease that has been rejected pursuant to article X of the Plan, any Rejection Damage Claims on account of such Executory Contracts or unexpired leases must be filed with the Court and served on the Reorganized Debtors **so as to actually be received on or before January 23, 2014**, the date that is the first Business Day that is thirty (30) calendar days after the Effective Date. Any Rejection Damage Claims not filed with the Court and served on the Reorganized Debtors within such time will be automatically disallowed as of the Effective Date, forever barred from assertion and shall not be enforceable against the Debtors or the Reorganized Debtors, the Estates or their property without the need for any objection by the Reorganized Debtors or further notice to, or action, order or approval of the Court. All Rejection Damage Claims shall be classified as General Unsecured Claims and shall be treated in accordance with article IV of the Plan. The Debtors, the Reorganized Debtors or the Committee Designee, as applicable, may contest any Rejection Damage Claim in accordance with, and to the extent provided by, article IX of the Plan and the applicable provisions of the Bankruptcy Code and the Bankruptcy Rules.

PLEASE TAKE FURTHER NOTICE THAT pursuant to section 5.2 of the Plan, all requests for payment of Administrative Claims that accrued on or before the Effective Date (other than Professional Fee Claims, which are subject to the provisions of Section 5.1 of the Plan) must be filed with the Claims Agent and served on counsel for the Debtors or the Reorganized Debtors, as applicable, and the Sponsor by the Administrative Claims Bar Date, which date is the first Business Day occurring after the thirtieth (30th) day following the Effective Date. Accordingly, any requests for payment of Other Administrative Claims pursuant to section 5.2 of the Plan must be filed with the Claims Agent, BMC Group, Inc., as follows: (a) if by U.S. Mail, to BMC Group, Inc., Attn.: Atari Claims Processing, PO BOX 3020, Chanhassen, MN 55317-3020 or (b) if in person, by courier service or by overnight delivery, to BMC Group, Inc., Attn: Atari Claims Processing, 18675 Lake Drive East, Chanhassen, MN 55317, **so as to actually be received by 5:00 p.m. (prevailing Eastern Time) on January 24, 2014**. Any requests for payment of Administrative Claims pursuant to section 5.2 of the Plan that are not properly filed and served by the Administrative Claim Bar Date shall not appear on

the register of claims maintained by the Claims Agent and shall be disallowed automatically without the need for any objection from the Debtors or the Reorganized Debtors or any action by the Court. Any request for payment of Administrative Claims pursuant to section 5.2 of the Plan should include, at a minimum, (i) the name of the Debtor(s) that are purported to be liable for the Administrative Claim(s), (ii) the name of the holder of the Administrative Claim(s), (iii) the amount of the Administrative Claim(s), (iv) the basis of the Administrative Claim(s) and (v) supporting documentation for the Administrative Claim(s). Notwithstanding the foregoing, no request for payment of an Administrative Claim need be filed with respect to an Administrative Claim previously Allowed by Final Order, including all Administrative Claims expressly Allowed under the Plan. For the avoidance of doubt, holders of Administrative Claims which arise and are paid in the ordinary course of business before the Administrative Claims Bar Date are not required to file a request for payment. Additionally, no requests for payment of an Administrative Claim need be filed for obligations which arise after the Effective Date or obligations that are allowed pursuant to the Plan.

PLEASE TAKE FURTHER NOTICE THAT the Debtors or Reorganized Debtors, as applicable, and the Sponsor shall have the exclusive right to object to Administrative Claims (other than Administrative Claims that are Allowed as of the Effective Date) on or before the Administrative Claims Objection Deadline (subject to extension from time to time by order of the Court), which deadline shall be ninety (90) days following the Administrative Claims Bar Date, or such other date as established by Final Order of the Court.

PLEASE TAKE FURTHER NOTICE THAT pursuant to section 5.1 of the Plan, each Professional or other Person asserting a Professional Fee Claim must file and serve on the Debtors or the Reorganized Debtors, as applicable, the Sponsor, and such other Persons who are designated by the Bankruptcy Rules, the Confirmation Order, the Interim Compensation Order, or other Final Order of the Court an application for final allowance of such Professional Fee Claim **no later than the Administrative Claims Bar Date or 5:00 p.m. (prevailing Eastern Time) on January 24, 2014.**

PLEASE TAKE FURTHER NOTICE THAT objections to any Professional Fee Claim must be filed and served on the Debtors, the Sponsor, the U.S. Trustee and the requesting party no later than **5:00 p.m. (prevailing Eastern Time) on February 14, 2014.**

PLEASE TAKE FURTHER NOTICE THAT the Plan and its provisions are binding on the Debtors, the Reorganized Debtors, any holder of a Claim or Interest and such holder's respective successors and assigns, whether or not the Claim or Interest of such holder is Impaired under the Plan and whether or not such holder or Person voted to accept the Plan.

New York, New York
Dated: December 24, 2013

AKIN GUMP STRAUSS HAUER & FELD LLP

By: /s/ Ira S. Dizengoff
Ira S. Dizengoff
Kristine G. Manoukian
One Bryant Park
New York, New York 10036

Telephone: (212) 872-1000
Facsimile: (212) 872-1002
idizengoff@akingump.com
kmanoukian@akingump.com

Scott L. Alberino
Robert S. Strauss Building
1333 New Hampshire Avenue, N.W.
Washington, DC 20036-1564
Telephone: (202) 887-4000
Facsimile: (202) 887-4288
salberino@akingump.com

Counsel to the Debtors and Debtors in Possession