

## **Why Atari?**

More than 50 years after launching the modern video game industry, Atari remains one of the most recognizable brands in the world. The iconic Fuji mark is unmistakable, and the brand's connection with gaming is indelible. The company's tagline -- Futuristic Since Forever -- conveys Atari's unique ability to elicit a feeling of nostalgia, to live in the moment, and to be forward thinking all at the same time. For a hotel that has gaming and gamers at its very core, it is simply the ideal choice.

## **What is the Atari Hotel in Phoenix?**

The Atari Hotel blends gaming, music, and entertainment into a next-generation destination inspired by nostalgia, with immersive experiences, live events, and vibrant dining and social spaces.

## **If I invest what exactly do I own?**

You own a part of everything, the land, the building, and the Atari Hotel name in Phoenix. Targeting a 5.8x return and 57% IRR on your investment (5-year model). Your investment makes you part of the team building the first Atari Hotel in Phoenix. You're helping turn an iconic gaming legacy into a real destination and you'll share in the success of the project along the way. Think of it as owning a piece of the experience, not just the idea.

## **How would you rate the Phoenix Atari Hotel location?**

The project is located in the heart of downtown Phoenix's Roosevelt Row Arts & Entertainment District. A walkable neighborhood surrounded by music venues, restaurants, and cultural attractions, with direct light rail access and major sports arenas nearby.

## **When will the Atari Hotel in Phoenix open?**

The Atari Hotel in Phoenix is targeting a late 2028 opening, depending on permitting, construction schedules, and project milestones.

## **Will this be the only Atari Hotel or are more on the horizon?**

Phoenix is the flagship location and first phase in the Atari-branded hospitality concept. Additional sites, including Denver, are being explored under separate development and licensing agreements.

## **When do investors see potential returns?**

The goal is strong performance: aiming for a projected 5.8x return and 57% IRR over five years. Once the hotel opens, investors are expected to begin receiving dividends, with a potential early return of capital through refinancing.

### **How much tech will be in the Atari Hotel?**

The Atari Hotel is designed with technology at its core. From gaming ready rooms to an event arena, streaming capabilities, and immersive entertainment spaces. The development team has collaborated with Intel to create a future-ready environment that evolves with innovation.

### **Why is Atari Hotels leveraging a Regulation A+ offering?**

Atari has always been about community: connecting players, creators, and dreamers around the joy of play. The Regulation A+ model gives that same community a chance to participate, not just watch from the sidelines. By opening investment to everyone, the Atari Hotel becomes a project built with the fans who helped make the brand legendary.

### **Was the project unable to secure traditional financing?**

No. Approximately \$14 million in owned land and early capital have already been invested into the project. The Regulation A+ offering allows broader community participation while supplementing traditional financing sources.

### **Is this project being built by the video game company Atari?**

No. The project is being developed and managed by Intersection Development, LLC and their project-specific investment entity, Central RoRo, LLC, the official licensee of the Atari brand for this project. Atari Interactive, Inc. has licensed its name and trademarks but is not involved in construction, fundraising, or operations.

### **Why should we trust the operational team to complete the project?**

The leadership team at Intersection Development brings more than \$500 million in completed real estate projects and \$4 billion in technology exits. Our experience spans hospitality, entertainment, and urban development, with deep roots in the Phoenix market.

### **Why was the project delayed since the 2020 announcement?**

Like many large-scale developments, the project experienced pandemic-related delays. During that time, the team secured land, finalized architectural design, and established key strategic partnerships - setting the foundation for renewed progress.

### **How relevant is the Atari brand today?**

Atari's cultural influence remains timeless. The brand continues to resonate with gamers, creators, and nostalgic fans alike. The Atari Hotel builds on that legacy - translating decades of play, creativity, and design into a tangible, real-world experience.

### **What is Regulation A+/Equity Crowdfunding?**

Before crowdfunding, startups were limited to raising capital through friends & family, accredited investors (\$200K+ annual income or \$1MM+ net worth), and traditional venture capital rounds.

Passed in 2012, the Federal JOBS Act enabled true equity crowdfunding by allowing non-accredited investors to invest in private companies. The SEC has the following types of Reg A offerings, all of which allow for general and online solicitation:

Tier 1: Companies can raise up to \$20MM from the general public, including institutional investors within a 12-month period.

Tier 2: Companies can raise up to \$75MM from the general public, including institutional investors within a 12-month period. Non-accredited investors are subject to investment limits dictated by either their net worth or annual income, whichever is greater.

We believe equity crowdfunding represents the democratization of venture investing and we want the general public to have access to invest in Atari Hotels.

For more information regarding Regulation A, please visit [www.investor.gov](http://www.investor.gov).

### **Where can I find more information on Atari Hotels?**

You can review all of Atari Hotels' SEC filings, including the Offering Circular for the Regulation A+ offering, on the Atari Hotels EDGAR page.

### **What is the offering price and minimum investment?**

The offering price is \$500 per Unit, and the minimum investment amount for this round is \$500. A minimum of 17,336 Units will be sold for gross proceeds of \$8,668,000, and up to 150,000 Units may be sold for total gross proceeds of \$75,000,000.

### **How can I invest?**

Investors can complete their subscription online through the link provided on this site. Payment options include ACH transfer, wire transfer, or credit card, depending on the platform provider.

### **What payment options are available?**

Investors can purchase Units via credit card, bank-to-bank (ACH) payments, or wire transfer. Processing fees may apply depending on the payment method.

### **Do I need to be an accredited investor?**

No. The offering is open to both accredited and non-accredited investors. Non-accredited investors are subject to SEC investment limits based on annual income or net worth.

### **Why did my payment get rejected? What can I do to resolve this?**

If your credit card payment was declined, please call your card provider to pre-authorize the transaction. If your bank-to-bank transfer via ACH has failed, contact your bank for further details or attempt a wire transfer.

### **What happens if I get locked out of my account?**

If you've forgotten your password, use the "Forgot Password?" option on the DealMaker sign-in page. If your account is locked, contact [info@dealmaker.tech](mailto:info@dealmaker.tech) for assistance.

### **How can I change the email address associated with my account?**

Go to your Dashboard → top-right profile menu → Profile Settings. From there, update your email address. If you wish to merge multiple accounts or investments, contact [info@dealmaker.tech](mailto:info@dealmaker.tech). You may be asked to verify both email addresses for security.

### **How can I invest as a trust or corporation?**

You can specify whether you're investing as an individual or through a trust, corporation, or custodial account. When selecting a non-individual option, you'll be prompted to enter your entity information and the subscription agreement will update automatically.

### **Can I transfer my shares?**

Yes. Securities sold in a Regulation A+ offering are not considered restricted securities under Rule 144. Sales of securities by persons who are not affiliates of the issuer are not subject to transfer restrictions. Check with your brokerage provider regarding direct deposit or transfer policies for your Units.

### **What happens after I complete the online investment process?**

**Funding Processed:** ACH payments typically clear within 5 business days. Domestic wires usually reconcile within 1 business day. Once received, processing your investment can take 1–2 weeks.

**Identity Verification:** You may be asked for additional identity verification information, which could increase processing time.

**Subscription Confirmation:** Once your investment is processed, you'll receive a digital confirmation when your subscription agreement has been accepted. If more than 2 weeks pass without confirmation, please check your spam folder or email [info@dealmaker.tech](mailto:info@dealmaker.tech) for support.

### **Will I receive a paper share certificate?**

No. Your Units will be issued electronically. You'll receive a digital certificate or DRS statement from the issuer's transfer agent through the DealMaker portal. For assistance, contact [info@dealmaker.tech](mailto:info@dealmaker.tech) or the transfer agent listed in your confirmation email.

**When will this raise end?**

The approximate closing date for this offering is December 10, 2025, though the company may close the offering earlier if the target amount is reached. Unit price will increase once an additional \$10M is raised.

**I would like to speak to someone about my investment, who can I contact?**

For questions regarding your investment, please contact [owners@atarihotels.com](mailto:owners@atarihotels.com)

**I haven't found the answer to my question. Where can I look next?**

You can search the DealMaker Knowledge Base for more information or contact investor support at [info@dealmaker.tech](mailto:info@dealmaker.tech).