I occasionally have this problem too, but only when running games, as well as restarts without warning and freezing. I think it could be both an ATI related issue as WELL as a processor/power supply issue. Maybe not. I've been using the same power supply since before a system upgrade that started causing the trouble.

Here's a handy program you can use to monitor temperatures; if you can be bothered running it then running your game in windowed mode to check the taskbar icon (temp). There are 3 temperatures, I'd say you want to keep them all under 50 if you can.

http://www.almico.com/speedfan.php
http://www.almico.com/speedfan412.exe