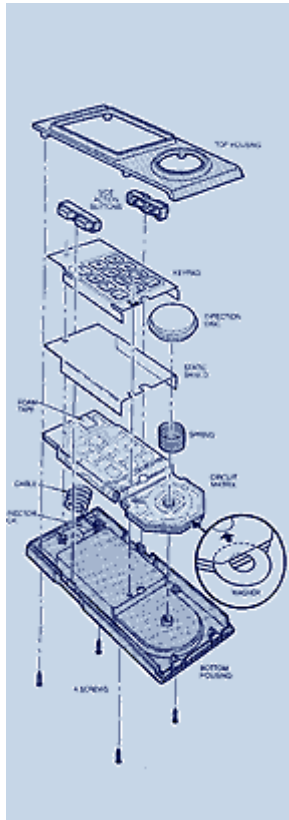


May 2006

TUNE IN AS INTELLIVISION THROWS AN E3 BASH!



The biggest event of the game industry, the **Electronic Entertainment Expo**, will be held this week at the Los Angeles Convention Center. And one of the biggest E3 parties will be **Intellivision's Retrotopia**, held Wednesday night at the **Arena Interactive Lounge** in Santa Monica. Hundreds of game pioneers, industry honchos and members of the press have RSVP'd. The event will be broadcast live on **allgames.com**.



There will be game competitions, live music and an open bar serving the party's signature drink: **The Astrosmash!**

The party will feature the premiere of the **Intellivision 10 Volume 2** plug-and-play from **Techno Source USA**. Previous Intellivision plug-and-plays from Techno Source have sold a total of 3.5 million units, more than the number of Intellivision consoles sold in the 1980s.

All Games host Scot Rubin will be interviewing industry insiders and game pioneers, including **Intellivision's Blue Sky Rangers**, about the game industry past, present and future. Tune in at **allgames.com** during the event hours, 3 PM till after midnight, to listen in!

The **Arena Interactive Lounge** is L.A.'s premier social video game venue. Xbox and PS2 games are played on widescreen monitors with custom vibration-feedback sofas. The 3,000 square foot, two-story facility is a popular party location.

For the third year in a row, Intellivision will sponsor the **Classic Gaming Expo Museum** in Kentia Hall at the Convention Center. E3 is an industry-only event, closed to the public. But if you are attending E3, come by the museum Wednesday morning between 10 AM and noon. We'll get you a pass for the party, while they last.

The **Classic Gaming Expo Museum** sponsored by **Intellivision** will be open each day of the E3 exhibition: Wednesday through Friday in Kentia Hall.

Intellivision's Retrotopia at E3 Outpost, Arena Interactive Lounge, sponsored by **Intellivision** and **Techno Source USA**, Wednesday, May 10, 3 PM until after midnight.

> [All Games broadcast site](#)

INTELLIVISION IS NOW ON MYSPACE! WILL YOU BE OUR FRIEND?



Yes, it was inevitable, Intellivision now has a **MySpace profile**, complete with blog. Please check it out, and, if you have a MySpace profile, how about being our friend? We'll be using our page to announce special events, introduce new products, and to generally talk about what's going on in the world of Intellivision. We will also be having exclusive contests and offers for our MySpace friends!

INTELLIVISION LORE FROM THE FILES OF THE BLUE SKY RANGERS: WE WERE HERE!



Even though we hadn't worked there in over a decade, many of us Blue Sky Rangers felt a sense of loss when they tore down the old **Mattel Electronics** building, and, a few years later, the main **Mattel Toys** building. Mattel had long since abandoned its Hawthorne, California, headquarters for nearby El Segundo. The only building left from our years at Mattel is what we called the **Jacquard Building**, for the company that occupied it before we did. Mattel Electronics moved its administration and marketing staffs into the Jacquard Building at the corner of Rosecrans and Sepulveda in Manhattan Beach in 1982. After Mattel Electronics shut down in 1984, the building sat empty for several years.



Unable to lease it out as office space, the building was converted to retail, reopening as **Fry's Electronics**. The building was gutted inside and completely redesigned, leaving nothing to show that the Blue Sky Rangers had ever worked there. Or so we thought.

On a recent visit to Fry's, we pulled into a parking space and noticed the name **H BARNES** painted on the concrete bumper. The bumper was old, cracked, with rusted rebar showing through. There are no reserved spaces at Fry's today. Could it be that this

was the parking place for **Hugh Barnes**, Senior Vice President of Operations for Mattel Electronics?

We came back when Fry's was closed and the parking lot was empty. Sure enough, the southernmost row of spaces carried the faded names of the Mattel Electronics executive team. The number one space, which would have been reserved for President **Mack Morris**, was blank, the concrete bumper having been replaced somewhat recently. But a dozen other executives have silent memorials here, like a forgotten graveyard of worn tombstones.



That's kind of reassuring. After 22 years you may not be able to go home again, but at least you can park there.

THE INTELLIVISION TRIVIA CONTEST!

58 of you entered our previous trivia contest. The question:

What two different Intellivision games have the same name on their title screens?



Forty-six of you had the correct answer: **ADVANCED DUNGEONS & DRAGONS Cartridge** and **ADVANCED DUNGEONS & DRAGONS Treasure of Tarmin Cartridge**. The full name of the second game wouldn't fit on the title screen, so **TSR Inc.**, owner of the **Dungeons & Dragons** trademark, asked that the title screen read "**ADVANCED DUNGEONS & DRAGONS Cartridge**," same as the first game. (TSR's contract required the capitalization of "ADVANCED DUNGEONS & DRAGONS" and the inclusion of the word "Cartridge.")



From the 46 correct answers, the random number generator at <http://www.random.org/> selected **Rob Andres** as the winner of an **Intellivision coffee mug**.

Congratulations, Rob! And thanks to all of you for playing!

Now try **this** question:

What Intellivision video game appears in the recent movie *Grandma's Boy*?

Submit your answer >

(If you have trouble following the above link, or if submitting your answer fails, type the URL <http://www.intellivisionlives.com/contest.shtml> into your browser and try again.)

We'll pick a random winner from all complete, correct entries received before NOON PDT, MONDAY, MAY 15. The winner will receive an official **Intellivision Coffee Mug** - just like we use here in the office for serving up steamin' hot java!

GOOD LUCK!

THE BLUE SKY RANGERS
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