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FOR IMMEDIATE RELEASE

INTELLIVISION CELEBRATES ITS 20TH BIRTHDAY AT THE 2000 CLASSIC GAMING EXPO

***Join In the “Mature” Celebration of the Classic Console System and Games
With Silly Antics, Party Hats, Cake and Noisemakers***

LAS VEGAS (July 29, 2000) – Bam! Ka-Pow! Boom! Whoosh! Whoosh? It’s not Batman reruns...It’s video game karaoke. Designed for those who cannot play a video game without humming – or booming or whizzing – along, video game karaoke allows the contestant to use his “noisemaker” to mimic or recreate the sound effects of a video game. Also for those who always thought they could do better than the often insipid noises games make, the karaoke contest is just part of the 20th birthday celebration that will take place in the Intellivision Productions booth at the Classic Gaming Expo in Las Vegas July 29-30.

Intellivision Productions will hold several birthday-related events in its booth at the Expo, including the video game karaoke contest on Saturday the 29th at noon and a birthday cake cutting ceremony on Sunday the 30th at 3 p.m. In between, there will be games to play, prizes to win and the chance to speak with some of the people who designed the classic games you know and love, the Blue Sky Rangers. The Rangers will also serve as the panel of judges for the karaoke contest, and prizes will be awarded based on creativity.

In addition to the birthday activities, Intellivision Productions will introduce the previously unreleased game cartridges Sea Battle (for Atari 2600), Swordfight (for Atari 2600) and Steamroller (for Colecovision). These items, which were developed in the 1980s but never hit store shelves, will be sold for the first time ever at the Expo. Visitors to the company’s booth will also have the opportunity to play rare and unreleased Intellivision games.

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INTELLIVISION AT CGE

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“Video game karaoke is only the beginning,” said Keith Robinson, president, Intellivision Productions, Inc. and an original programmer of Intellivision games and systems. “Intellivision has several fun activities planned for this year’s Expo. From making the sounds of Astrosmash to birthday cake to game and T-shirt giveaways, there is no doubt that Intellivision – and the Blue Sky Rangers – still know how to show people a good time.”

Intellivision Productions is the company behind the popular Intellivision Lives! CD-ROM and the upcoming sequel, Intellivision Rocks!

After the fall of Mattel Electronics, the maker of Intellivision, the game programmers (coined the Blue Sky Rangers), who were friends as well as coworkers, remained in touch. Annual reunions and newsletters kept the Rangers informed of each other’s goings on, but the world heard little of them. The Blue Sky Rangers had a unique story to tell, so in 1995, Ranger Keith Robinson created the Blue Sky Ranger web site to help share their story. Because of the massive traffic and numerous requests for a way to play retro Intellivision games on today’s computers, Robinson and fellow Ranger Stephen Roney founded Intellivision Productions, Inc. in 1996. They bought the rights to the Intellivision system and games and made them PC and Macintosh compatible for millions to relive the excitement of Intellivision. Knowing the popularity of retro games, the company has expanded its newly named Retrotopia sales site to include Atari and Colecovision games in addition to Intellivision products. For more information on Intellivision or other retro games and systems, please visit the company web site at www.intellivisionlives.com.

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FOR IMMEDIATE RELEASE

BACK BY POPULAR DEMAND, INTELLIVISION™ ROCKS ON!

Sequel CD-ROM Features More Classic Favorites and Previously Unreleased Games

LAS VEGAS (July 29, 2000) – Intellivision Productions, Inc., the company that brought Intellivision back to life with the Intellivision Lives! CD-ROM, introduces the next must-have in retro video games. Intellivision Rocks!, the sequel to the popular Intellivision Lives! CD-ROM, will be previewed at the 2000 Classic Gaming Expo and will become available on the company's web site on Oct. 31. The introduction of Intellivision Rocks! also coincides with the 20th anniversary of Intellivision, which the company will celebrate in its booth at the Expo.

Intellivision Rocks! will contain more of the games Intellivision fans enjoyed playing on their console systems, including those produced by Activision, Imagic and Mattel Electronics. Games on the CD-ROM include: Beamrider, Dreadnaught Factor, Happy Trails, Microsurgeon, Truckin', Dracula, B-17 Bomber and Mind Strike. It will also contain bonus audio tracks of the theme music of classic games, including "Surfing on Thin Ice," which can be downloaded for free on www.MP3.com/Intellivision. The CD-ROM's audio tracks can be played in a regular CD player, allowing users to listen to their favorite theme music at home, in the car, or on the go.

"When we were programming at Mattel, naturally we checked out the Intellivision games that Activision and our other competitors were doing," said Keith Robinson, president, Intellivision Productions, Inc. and an original programmer of Intellivision games and systems. "And here's the secret: We loved a lot of those games and wished we had done them. We're excited that now we'll be able to release these games on Intellivision Rocks!"

- more -

INTELLIVISION ROCKS!

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In celebration of all retro games, Intellivision Productions has expanded its online store, called Retrotopia, to carry Atari and Colecovision games in addition to Intellivision products.

Intellivision Rocks! will contain:*

- Beamrider, Dreadnaught Factor, Happy Trails, Pitfall, River Raid, Stampede, Worm Whomper and Robot Rumble (previously unreleased) by Activision.
- Atlantis, Beauty and the Beast, Demon Attack, Dracula, Dragonfire, Fathom, Ice Trek, Microsurgeon, Nova Blast, Safecracker, Swords and Serpents, Tropical Trouble, Truckin' and White Water! by Imagic.
- Intellivision Intellivoice Speech Module games: B-17 Bomber and Bomb Squad.
- Intellivision Entertainment Computer System games: Mind Strike and World Series Baseball.

After the fall of Mattel Electronics, the maker of Intellivision, the game programmers (coined the Blue Sky Rangers), who were friends as well as coworkers, remained in touch. Annual reunions and newsletters kept the Rangers informed of each other's goings on, but the world heard little of them. The Blue Sky Rangers had a unique story to tell, so in 1995, Ranger Keith Robinson created the Blue Sky Ranger web site to help share their story. Because of the massive traffic and numerous requests for a way to play retro Intellivision games on today's computers, Robinson and fellow Ranger Stephen Roney founded Intellivision Productions, Inc. in 1996. They bought the rights to the Intellivision system and games and made them PC and Macintosh compatible for millions to relive the excitement of Intellivision. Knowing the popularity of retro games, the company has expanded its newly named Retrotopia sales site to include Atari and Colecovision games in addition to Intellivision products. For more information on Intellivision or other retro games and systems, please visit the company web site at www.intellivisionlives.com.

- INTELLIVISION -

*Included titles are subject to change.

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FOR IMMEDIATE RELEASE

INTELLIVISION™ ROCKS ON IN NEW GAME COLLECTION

Sequel CD-ROM Features More Classic Favorites, Insider Stories and Music!

LOS ANGELES (November 12, 2001) – Intellivision Productions, Inc., the company that brought back the classic 1980s video game system with the collection *Intellivision Lives!*, has released the next must-have collection for fans of early video games. *Intellivision Rocks* features over 30 more of the original Intellivision titles, video interviews with the game designers, and music inspired by the Intellivision system. The CD-ROM, which runs on PCs and Macs, is available exclusively through the company's web site, www.intellivisionlives.com.

"The success of *Intellivision Lives!* let us acquire the games published back then by Activision and Imagic," explains Intellivision Productions President Keith Robinson. In 1997, the company acquired the rights to the games originally published by Mattel Electronics, manufacturer of the Intellivision console. Those games appeared on *Intellivision Lives!* "I'm excited that now we can release the Activision and Imagic games on *Intellivision Rocks*. Both companies had hired experienced Intellivision game developers from Mattel, and they did great work. Most of their games were original creations for the Intellivision that never appeared on any other system."

The Activision titles range from *Dreadnaught Factor*—defend the earth from a fleet of gigantic star cruisers—to *Worm Whomper*—save your crops from invading pests. Among the Imagic games are *Dracula*—track down your victims before sunrise—and *Microsurgeon*—guide a robotic probe through the human body to heal damaged organs. Also included are Intellivision versions of Activision's biggest Atari 2600 hits: *Pitfall!*, *Stampede*, and *River Raid*.

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INTELLIVISION ROCKS!

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“The initial charm of these games is nostalgia—it’s fun to see those blocky graphics again,” says Robinson, who was one of the original Intellivision programmers at Mattel in the early eighties. “But the real appeal comes from the game play. For a quick, challenging, fun experience, the early video games have never been surpassed.”

Intellivision Rocks is more than just a collection of games: it is a documentary on the pioneering days of video game design. Many of the original Activision, Imagic, and Mattel programmers are interviewed in video clips. Production histories are included, along with unreleased games, classic TV commercials, and a museum of Intellivision oddities.

Intellivision Rocks is available for \$29.95 plus shipping and handling at www.intellivisionlives.com. Free downloads of many Intellivision games, plus extensive information about the Intellivision system, are also available on the web site.

Intellivision Productions, Inc., was founded in 1997 by two of the former Mattel Electronics game designers—a group known as The Blue Sky Rangers. Dedicated to keeping the history of Intellivision and the early video game industry alive, Intellivision Productions published the critically acclaimed *Intellivision Lives!* for PC and Mac in 1998. A PlayStation collection, *Intellivision Classics*, was published the following year. In 2000, Intellivision Productions was named best Classic Videogame Publisher by Digital Press. Most recently, the company partnered with THQ Inc. to bring Intellivision to wireless phones.

- INTELLIVISION -



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FOR IMMEDIATE RELEASE

YOU CAN TAKE IT WITH YOU: CLASSIC INTELLIVISION VIDEO GAMES GO HIGH-TECH WITH PLAY ON CELLULAR PHONES

Intellivision Productions Partners with THQ to Make Games Available on Motorola Phones for Nextel Subscribers; Games Coming Soon to Sprint Users

LOS ANGELES (May 22, 2002) – Low-tech meets high-tech as never before. Although seemingly dated with the advent of computer technology and advanced graphics, classic Intellivision games are in vogue once again and ready for play on today’s hottest and must-have accessory: a cellular phone. Cell phone graphics have advanced yet remain limited, making them perfect for classic Intellivision games. Children of the 1980s can now relive fond Intellivision memories of Astrosmash, Night Stalker and more, whether in line at the bank or post office, or on a commuter train. Nextel subscribers can presently download the games for play on select Motorola phones, and the games will soon be available for Sprint subscribers as well.

“Unlike today’s video games that can be played for hours, these old school Intellivision games were designed to be easy, fun and most importantly, fast, making them perfect for play on a cell phone,” said Keith Robinson, president/co-founder of Intellivision Productions, Inc. and an original game programmer for Intellivision. “If you think about how many times we stand in line or wait for appointments, it’s quite a bit. How great would it be to get in a quick round of Astrosmash while waiting for the doctor to see you? I think it’s just what the doctor ordered!”

The games’ mobility is a result of Intellivision Productions, Inc., which brought Intellivision back to life with the Intellivision Lives! and Intellivision Rocks! CD-ROMs, joining forces with THQ Wireless. THQ has the rights to publish wireless games based on more than 50 Intellivision titles, including Utopia, Night Stalker, Space Battle, Space Armanda, Shark! Shark!, Armor Battle, Triple Action and Astrosmash. Intellivision games were developed for wireless applications using the Java 2 Platform, Micro Edition (J2ME™).

“Intellivision was one of the first real players in the gaming industry, creating numerous classics in the 1980s,” said Doug Dyer, general manager, THQ Wireless. “We are delighted to be bringing their great content to millions of wireless phone users across the globe on the latest handsets from Motorola and Sprint.”

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INTELLIVISION-THQ

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Intellivision games are available for play on J2ME™ technology-enabled phones in North America. Nextel subscribers can currently download the games into their Motorola J2ME™ phones from a Web site and from the wireless network operator. Sprint PCS Wireless WebSM and Third Generation (3G) Sprint PCS subscribers will be able to download Intellivision games mid-2002, and other wireless operators are slated to soon make the games available as well. In addition to downloading them, the games will also be preloaded into some of Motorola's phones, including the new i95cl, which will be available in Summer 2002.

THQ Inc. develops and publishes interactive entertainment software worldwide for a variety of hardware platforms including PC CD-ROM, wireless devices, and those manufactured by Sony Computer Entertainment America Inc., Nintendo and Microsoft. The THQ web site is located at www.thq.com.

After the fall of Mattel Electronics, the maker of Intellivision, the game programmers (coined the Blue Sky Rangers), who were friends as well as coworkers, remained in touch. Annual reunions and newsletters kept the Rangers informed of each other's goings on, but the world heard little of them. The Blue Sky Rangers had a unique story to tell, so in 1995, Ranger Keith Robinson created the Blue Sky Ranger Web site to help share their story. Because of the massive traffic and numerous requests for a way to play retro Intellivision games on today's computers, Robinson and fellow Ranger Stephen Roney founded Intellivision Productions, Inc. in 1997. They bought the rights to the Intellivision system and games and made them PC and Macintosh compatible for millions to relive the excitement of Intellivision. In 2000, Digital Press named Intellivision Productions the Classic Game Publisher of the Year. Knowing the popularity of retro games, the company has expanded its newly named Retrotopia sales site to include Atari and Colecovision games in addition to Intellivision products. For more information on Intellivision or other retro games and systems, please visit the company Web site at www.intellivisionlives.com.

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FOR IMMEDIATE RELEASE

(Product available upon request/Images available on Web site)

**RELIVE THE FUN AND EXCITEMENT OF CLASSIC VIDEO GAMES
WITH THE INTELLIVISION LIVES! CD-ROM**

Intellivision CD-ROM is Compatible with Mac & PC Operating Systems

LOS ANGELES (May 14, 2003) – Intellivision Productions, Inc., the company that brought Intellivision back to life and into the modern age, announces the release of the Intellivision Lives! CD-ROM, which is now compatible with Macintosh and PC operating systems. The CD-ROM offers more ways for classic gaming fans to play their favorite Intellivision games.

Relive the excitement that millions experienced playing Intellivision games 20 years ago. The Intellivision Lives! CD-ROM includes more than 50 classic Intellivision games such as Sub Hunt, Astrosmash, Utopia and Frog Bog in their original format — complete with boxy graphics and quirky sound effects. Designed to be intelligent television, Intellivision offered numerous educational games, some of which are contained on the CD-ROM. The CD-ROM also presents more than 20 never-released games and prototype screens.

“Unlike today’s games that sometimes require extensive knowledge of the system and the game’s shortcuts — not to mention a lot of time — Intellivision games are easy and fun for everyone,” said Keith Robinson, president/co-founder of Intellivision Productions, Inc. and an original game programmer for Intellivision. “There is a short learning curve so anyone can readily pick up a game and play it for five minutes or hours on end. And with the new upgraded CD-ROM, even more people can relive the fun of afternoons in front of the game console.”

In addition to the games, the Intellivision Lives! CD-ROM provides users with a colorful history of Intellivision and the birth of the video game industry in the early 1980s. It also includes information on the design of the hardware and software, as well as biographical information and photos of the people who created Intellivision, the Blue Sky Rangers, from their days at Mattel Electronics and their subsequent reunions.

INTELLIVISION LIVES!

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BACK BY POPULAR DEMAND, INTELLIVISION™ ROCKS ON!

Sequel CD-ROM Features More Classic Favorites and Previously Unreleased Games

LOS ANGELES (May 14, 2003) – Intellivision Productions, Inc., the company that brought Intellivision back to life, introduces the next must-have in retro video games. Intellivision Rocks, the much-anticipated sequel to the popular Intellivision Lives! CD-ROM, is now available exclusively on the company's Web site, www.intellivisionlives.com. It can be played on personal computers with Windows 98, ME, 2000 or XP operating systems and Macintoshes running OS 8, 9 or X.

Intellivision Rocks contains more of the games Intellivision fans enjoyed playing on their console systems as kids, including those produced by Activision, Imagic and Mattel Electronics. Games on the CD-ROM include: Beamrider, Dreadnaught Factor, Happy Trails, Microsurgeon, Truckin', Dracula, B-17 Bomber and Mind Strike. It also contains bonus audio tracks of the theme music of classic games, including "Surfing on Thin Ice," which can be downloaded for free on www.MP3.com/Intellivision. The CD-ROM's audio tracks can be played in a regular CD player, allowing users to listen to their favorite theme music at home, in the car, or on the go.

"When we were programming at Mattel, naturally we checked out the Intellivision games that Activision and our other competitors were doing," said Keith Robinson, president, Intellivision Productions, Inc. and an original programmer of Intellivision games and systems. "And here's the secret: We loved a lot of those games and wished we had done them. We're excited that now we'll be able to release these games on Intellivision Rocks."

Intellivision Rocks (\$29.95) features:

- Beamrider, Dreadnaught Factor, Happy Trails, Pitfall, River Raid, Stampede, Worm Whomper and Robot Rubble (previously unreleased) by Activision.
- Atlantis, Beauty and the Beast, Demon Attack, Dracula, Dragonfire, Fathom, Ice Trek, Microsurgeon, Nova Blast, Safecracker, Swords and Serpents, Tropical Trouble, Truckin' and White Water! by Imagic.
- Intellivision Intellivoice Speech Module games: B-17 Bomber, Bomb Squad and Space Spartans.
- Intellivision Entertainment Computer System games: Mind Strike and World Series Baseball.

INTELLIVISION ROCKS

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(Product available upon request/Images available on Web site)

“INTELLIVISION IN HI-FI” MUSIC CD DEBUTS

*CD Features Songs Inspired by and Based on Classic Video Game Themes,
As Well As New Versions of the Themes and Previously Unreleased Tracks*

LOS ANGELES (May 14, 2003) – Through Mattel Electronics’ downfall in the late 1980s and the supposed demise of classic video games, Intellivision always had a song in its heart. Now, Intellivision Productions Inc., the company that brought Intellivision back to life, is sharing these tunes with game fans with the introduction of Intellivision in Hi-Fi. This new CD features 26 songs based on classic video game themes, as well as new interpretations of the themes themselves.

“We always thought it would be cool to have the sounds of Intellivision on a CD, so we finally created Intellivision in Hi-Fi as a result of fans’ request for the games’ soundtracks,” said Keith Robinson, president, Intellivision Productions, Inc. and an original programmer of Intellivision games and systems. “Between the music the games inspired, new renditions of some old themes and never before released materials, we have a great compilation of diverse material that’s a fun album and we think the fans will be pleased.”

Three tracks from Intellivision in Hi-Fi, “The Maple Leaf Rag,” “Compare This!” and “Surfin' On Thin Ice,” can be previewed on the company’s page on www.mp3.com. Priced at \$14.95, Intellivision in Hi-Fi is available for sale on the Retropia video game store at www.intellivisionlives.com.

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INTELLIVISION IN HI-FI

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The Intellivision in Hi-Fi album includes original music inspired by the Intellivision system, new arrangements of Intellivision game themes and actual Intellivision music, including several never-heard themes from unreleased and unfinished games. Featured on the CD are:

- “Compare This!” and “The Closest Thing to the Real Thing” by the Confusium feature sample phrases from classic Intellivision commercials and Intellivoice games
- “My Intellivision,” a song performed by Michael Schwartz, captures the sound of 1980s groups such as Pet Shop Boys and ABC to tell the story of a man separated from his true love
- New arrangements of game themes, such as “Surfin' On Thin Ice” (Thin Ice), “Lounge Shark! Lounge Shark!” (Shark! Shark!) and “Snafu City” (Snafu)
- “Tron 1.1,” which features themes from the Disney movie TRON (heard in the Intellivoice game TRON Solar Sailer)
- Game themes such as Snafu, Shark! Shark!, Mind Strike and Melody Blaster
- Classical music heard in Intellivision games, such as “Also Sprach Zarathustra,” heard on the original Intellivision in-store demo cartridge, and selections from Schubert, Moussorgsky and Beethoven heard in Thunder Castle
- Never before heard music from an unreleased Rocky & Bullwinkle cartridge and themes for proposed Peanuts and McDonaldsland games
- Programmer Steve Ettinger's arrangement of “The Maple Leaf Rag,” done for his unreleased game Magic Carousel, which was featured on Intellivision Rocks CD-ROM
- And many more!

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INTELLIVISION IN HI-FI

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FOR IMMEDIATE RELEASE
(Images available on Web site)

25 REASONS TO ENJOY RETRO GAMING AT ITS FINEST WITH THE 20th ANNIVERSARY GREATEST HITS CD-ROM BY INTELLIVISION

CD-ROM Features 25 Full Original Games with Enhanced Game Play for PC and Mac

LOS ANGELES (June 13, 2003) – Intellivision Productions, Inc., the company that popularized home video games in the 1980s, announces the release of the “Intellivision Greatest Hits 20th Anniversary Edition” CD-ROM. Compatible with both PC and Mac systems, the CD-ROM features 25 full versions of Intellivision’s greatest video game releases, including Astromash, Space Armada and World Championship Baseball.

Celebrating 20 years in the video game industry, the “Intellivision Greatest Hits 20th Anniversary Edition” CD-ROM features the same simple ‘block’ characters and vibrant colors which made Intellivision one of the most popular home video game systems in the 1980s. The state-of-the-art game emulation provides the exact same game play of the original video games. Intellivision also utilizes the latest in software technology to provide an easy-to-use game interface. Other games included are Vectron, Shark! Shark!, Super Pro Football, Tower of Doom and Utopia.

“This CD-ROM is the essential collection for anyone who was introduced to video games in the 1980s,” said Keith Robinson, president/co-founder of Intellivision Productions, Inc. and an original game programmer for Intellivision. “The kids who played our games in the 1980s are adults now, and we wanted to introduce Intellivision to a new generation of video gamers with 25 of our best games on one affordable CD-ROM.”

In addition to the 25 best Intellivision video games, the CD-ROM comes loaded with extras, which include programmer interviews, classic ‘80’s commercials, original video game packaging artwork and historical information.

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INTELLIVISION GREATEST HITS

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Distributed by Riverdeep Interactive Learning Ltd., the “Intellivision Greatest Hits 20th Anniversary Edition” CD-ROM (MSRP \$19.99) is available at mass merchant retailers such as Comp USA, Best Buy and Sam’s Club nationwide. In addition to the 25-game CD-ROM, Intellivision also offers a 10-game version (MSRP \$9.99).

About Intellivision Productions, Inc.

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- INTELLIVISION PRODUCTIONS INC. -

WELCOME TO THE 1980s . . .

As much documentary as it is game compilation, **Intellivision Lives!** guides users through the machine's development and marketing....The games themselves hold up surprisingly well....young gamers accustomed to the millions of polygons and complex controls of today's games would do well to take a look at games that made their dads and uncles drool. NO WELL-ROUNDED GAME ENTHUSIAST SHOULD PASS UP A CHANCE TO DIVE INTO THE CRUDE—BUT FASCINATING—WORLD OF **INTELLIVISION LIVES!**

*The Los Angeles Times /
New York Newsday, May 3, 1999*

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CNET Gamecenter.com

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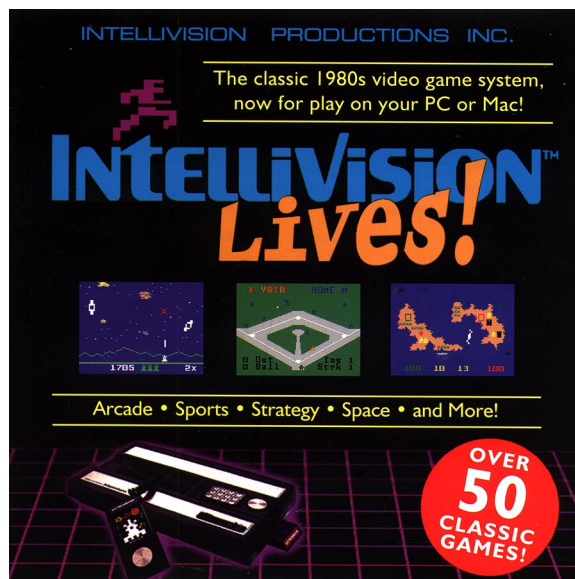
*Game Informer Magazine,
June 1999*

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Next Generation Magazine, April 1999

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[Second highest total score for all reviewed 1999 PC games.]

*Family PC Magazine,
November 1999*

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*Associated Press,
June 1999*

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