

MATTEL ELECTRONICS

NEWS RELEASE

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FOR IMMEDIATE RELEASE:

IN VIDEO GAME SOFTWARE - MATTEL'S GOT
THE MOST GOING FOR YOU.

If you own an Intellivision video game system you already know who has some of the best graphics and gameplay around. If you own an Intellivision System Changer or Atari 2600 you've enjoyed Mattel Electronics games in this format -- now ColecoVision fans can bring the Mattel Electronics challenge and hot games home too!

"With the introduction of the Intellivision System Changer, which allows you to play Atari 2600 games on your Intellivision, you are able to play more games than any other system. Our end users were divided between Intellivision and Atari systems and we've expanded to ColecoVision because it is yet another important video game player that will benefit from the Mattel Electronics hit titles. BURGERTIME is a licensed proven winner for us along with BUMP 'N' JUMP from Data East. MASTERS OF THE UNIVERSE is one of our hottest properties ever for Mattel and Illusions, designed by our European programmers, is one of our best efforts ever. All four games are going to be available for the ColecoVision this year," stated Terrence E. Valeski, Senior Vice President of Marketing and Sales.

The Mattel Electronics commitment to Intellivision will continue in 1984 with seven new titles: ALL STAR MAJOR LEAGUE BASEBALL, THUNDER CASTLE, ADVANCED DUNGEONS & DRAGONS TOWER OF MYSTERY cartridge, GO FOR THE GOLD (capitalizing on Olympic fever), PARTY LINE (three great games in one), ILLUSIONS, and the exciting 3-dimensional HOVER FORCE (see separate release). Continuing as front runners in the Intellivision line-up are the successful BURGERTIME, MISSION X, MASTERS OF THE UNIVERSE: THE POWER OF HE-MAN, BUMP 'N' JUMP and ADVANCED DUNGEONS & DRAGONS TREASURE OF TARMIN. Classics in the line are: MOTOCROSS, PINBALL, NFL FOOTBALL, MAJOR LEAGUE BASEBALL, NBA BASKETBALL, NHL HOCKEY, NASL SOCCER, PGA GOLF, SKIING, ADVANCED DUNGEONS & DRAGONS, BUZZ BOMBERS, KOOL-AID MAN, NIGHT STALKER, LOCK 'N' CHASE, TRON DEADLY DISCS, SHARK! SHARK! and VECTRON. IntelliVoice Voice Synthesis Module along with BOMB SQUAD, B-17 BOMBER, SPACE SPARTANS and TRON SOLAR SAILER add four more titles. The total number of Intellivision software described above is seven new games, five 1983 hits and 17 classics for a grand total of 29 games.

New for 1984 in the Atari 2600 format are ADVANCED DUNGEONS & DRAGONS TREASURE OF TARMIN, and ADVANCED DUNGEONS & DRAGONS TOWER OF MYSTERY. Mattel's best sellers in this format during 1983 have been BURGERTIME, BUMP 'N' JUMP and MASTERS OF THE UNIVERSE: THE POWER OF HE-MAN. The classic line-up features ADVENTURES OF TRON, TRON DEADLY DISCS, KOOL-AID MAN, SUPER CHALLENGE BASEBALL, SUPER CHALLENGE FOOTBALL and AIR RAIDERS.

"We've most definitely used a winning strategy in putting our line together for video game systems. Our marketing emphasis is twofold: proven hits, that carry strong licenses and new technology that gives each cartridge a clear reason for being. BURGERTIME, MASTERS OF THE UNIVERSE, BUMP 'N' JUMP, ADVANCED DUNGEONS & DRAGONS and many of our sports games are licensed products carried in multiple formats. This allows us to more efficiently support fewer titles with stronger and more creative advertising. Naturally we are going to continue bringing in our own original introductions but only when they are the caliber of ILLUSIONS or HOVER FORCE 3-D.

Our marketing and sales plans give the retailer top priority. Our objective is to sell-in the best video game software and help the retailer sell through the most games with Mattel Electronics powerful title line-up", added Valeski.

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FOR IMMEDIATE RELEASE:

ANOTHER VIDEO GAME SOFTWARE BREAKTHROUGH --
INTRODUCING "HOVER FORCE 3-D" FOR INTELLIVISION

Mattel Electronics has captured the ultimate in 3-D video game graphics by gaining the exclusive home video and arcade rights to the Stereoscopic Process, developed at the Georgia Institute of Technology and licensed through the Georgia Tech Research Institute. "Using this advanced technique, Mattel Electronics video programmers and designers have truly entered yet another dimension in video game entertainment with HOVER FORCE 3-D for Intellivision" announced Terrence E. Valeski, Senior Vice President of Marketing and Sales.

"The Stereoscopic Process makes possible 3-D pictures using a standard TV when special glasses are used. Similar to safety glasses, they are designed to accommodate child and adult corrective glasses, explained Mr. Valeski, "so if your vision is 20-20, you wear contact lenses or need the assistance of eyeglasses, these special glasses will allow you to enjoy HOVER FORCE with its full 3-D entertainment values." The glasses will be packaged with the Intellivision cartridge.

"Put simply, Mattel Electronics has committed to this new process because we believe it to provide an exciting format in which to program vivid color graphics and it will enable us to manufacture a 3-D video cartridge more easily and less expensively", added Valeski.

This original one-player game for Intellivision is planned for availability at retail later this year. HOVER FORCE 3-D combines a cartoon effect with truly 3-dimensional graphics, incredible sound effects and game play that focuses on good over evil.

HOVER FORCE 3-D does much more than put you into the game--enter a stunningly realistic major metropolis where your goal is to rid your city of terrorists while keeping your helicopter and pilot safe for a better tomorrow. There are screens galore--the scramble screen shows the pilot running to his chopper while he gives the "thumbs-up" sign, powers the throttle and turns on the engine. Watch the fuel, laser and water indicators light up. The chopper blade starts rotating and you move onto the next screen. View land through your take-off window. Chopper blade is at maximum speed and you've got lift-off! Move over Force Island (your base) and then check your radar screen for current position. Keep an eye on the radar sweep for enemy positions and fire locations.

Move on to the action-laden aerial view scrolling screen of the city representing hundreds of square miles. You've battled the land tanks and put out the fires. Now check your mission status and report results as you head back to Force Island and safety.

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FOR IMMEDIATE RELEASE:

FIVE GREAT GAMES FOR APPLE PERSONAL COMPUTERS AND
THREE FOR IBM PC
FROM MATTEL ELECTRONICS

Following the success of BURGERTIME and NIGHT STALKER for the IBM personal computer, Mattel Electronics adds the popular Intellivision title LOCK 'N' CHASE to the series. LOCK 'N' CHASE is based on the popular licensed arcade and Intellivision home video game.

Capture the excitement and the enemy with HEAVY ARTILLERY, a strategy action game, and explore the mysteries of Pharoah's catacombs within his tomb in PIRATES OF THE NILE -- two new titles in 1984 for the Apple II, IIe and II Plus. These new games for the Apple systems will join the already successful BURGERTIME, NIGHT STALKER and LOCK 'N' CHASE.

"There should be no question in the minds of retailers or consumers that Mattel Electronics is a leader in software design. First known for some of the most sophisticated video game graphics, the ultimate strategic gameplay and for the best in realistic sports action and game effects, Mattel moved on to create Intellivoice and 'SuperGraphics' software", noted Terrence E. Valeski, Senior Vice President of Marketing and Sales, Mattel Electronics.

"We introduced software for the IBM and Apple computers in 1983 and met with an excellent audience reception. Now we bring even more powerful entertainment software to the installed home base of half a million IBM and Apple II/II Plus and IIe users", Valeski added.

All eight Mattel Electronics computer entertainment games provide arcade-quality graphics, enhanced game play and unique features. Research indicates that personal computer owners are and will continue to use their systems for entertainment. Mattel Electronics will be a front-runner in bringing them the best, most fun and challenging, and innovative entertainment software.

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FOR IMMEDIATE RELEASE:

INTELLIVISION[®] II AND THE ENTERTAINMENT COMPUTER SYSTEM HAS THE MOST GOING FOR IT!

The Intellivision II Master Component is the heart of the Entertainment Computer System. Established since 1980 as one of the top video game systems, Intellivision has been designed to work with a variety of peripherals that let you play "Super Video" games, write BASIC computer programs or learn how to play a musical keyboard.

With the Computer Adaptor and Keyboard and the Music Synthesizer (each sold separately), Intellivision owners have been introduced to the magic of entertaining home computing and the fun of learning music. "We've satisfied the needs of Intellivision users with the Entertainment Computer System; now we have the opportunity to broaden our installed base", stated Terrence E. Valeski, Senior Vice President of Marketing and Sales.

"With the value-packed, sleek and compact Intellivision II Entertainment Computer System, Mattel has a line of products that take advantage of design and technological innovations that expand the frontiers of video game enjoyment. Expandability and compatibility have been the keystones of Mattel's product development", added Mr. Valeski.

HOME COMPUTING

With the Computer Module, which consists of the Computer Adaptor and Computer Keyboard, you tap into the computing power of the Intellivision II Master Component. The Computer Adaptor plugs into the Master Component and unlocks the power of the 16-bit microprocessor. The adaptor includes built-in BASIC language, provides an additional 2K RAM and 12K ROM, and increases the sound channels to six.

The Computer Keyboard connects into the adaptor unit. The keyboard resembles a standard typewriter, with a 49-key full-travel keyboard. With BASIC computer language already built into the system, the computer provides an easy, color-coded approach to teach programming. It also brings a whole new dimension to video games by allowing the player to change graphics, skill levels and game action. The rear port of the adaptor features an RS-232 interface for certain data recorders. (Recorders are not manufactured by Mattel Electronics).

MUSIC

The Intellivision Music Synthesizer (sold separately) is a full-sized, 49-key music keyboard, with the same look, feel and touch of a real organ keyboard. It is a six-note, polyphonic synthesizer that not only is fun to play but is educational too. Working with the Intellivision Master Component and Computer Adaptor, the Music Synthesizer can help the whole family learn to read and compose music. It even changes the tempo and transposes keys of the songs you record when using the music software.

ENTERTAINMENT COMPUTER SYSTEM SOFTWARE

Mattel Electronic's software designers have created 10 unique, fun and easy-to-use software choices in the education, BASIC programming and "Super Games" categories (Each sold separately). They include: MR. BASIC MEETS BITS 'N' BYTES, GAME FACTORY, JETSONS' WAYS WITH WORDS, NUMBER JUMBLE, FLINTSTONES' KEYBOARD FUN, MELODY BLASTER, WORLD SERIES MAJOR LEAGUE BASEBALL⁺, SCOOBY DOO'S MAZE CHASE, MIND STRIKE and SUPER NFL FOOTBALL.

SUPER GAMES

In WORLD SERIES MAJOR LEAGUE BASEBALL⁺, the player experiences national TV action, with simulated camera-pans across the playing field and a split screen for close ups of base runners. A player can program in the batting and pitching statistics for the teams or simply compete against friends. MIND STRIKE is a three-dimensional space-age version of the chess board game. Play against the computer or a friend or watch the computer play against itself. SCOOBY DOO'S MAZE CHASE puts you in the action with Hanna-Barbera Productions famous dog. Move Scooby Doo through a maze after ghosts, but watch out -- a skull and crossbones are hot on Scooby Doo's trail. Use one of the several pre-programmed mazes or create your own maze and challenge. SUPER NFL FOOTBALL represents the next generation in football games. Program your own plays and play against the computer.

BASIC PROGRAMMING

MR. BASIC MEETS BITS 'N' BYTES lets you learn to write simple programs on the computer keyboard as you play three lively video games. With GAME FACTORY you can create your own video games. It comes with the graphics and game play already designed, but you select the characters and action to complete the program.

EDUCATIONAL SOFTWARE

JETSONS'* WAYS WITH WORDS is an easy and fun way to help youngsters improve spelling and grammar. NUMBER JUMBLE gives children of all ages an opportunity to sharpen math skills in addition, subtraction, multiplication and division. FLINTSTONES'* KEYBOARD FUN gives adults and kids a game to develop useful programming skills.

MUSIC (for use with the Music Synthesizer)

MELODY BLASTER is a musical version of the popular Intellivision ASTROSMASH video game. Instead of asteroids and satellites falling from the sky, musical notes descend in the pattern of popular songs. You can even record and play back your own music compositions.

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*JETSONS, FLINTSTONES AND SCOOBY DOO c 1982 Hanna-Barbera Productions, Inc.

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FOR IMMEDIATE RELEASE:

INTELLIVISION II PLUS SYSTEM CHANGER --
THE MOST GAMES THE BEST GAMES

Play the best and the most video games with Intellivision II and the System Changer add-on peripheral. More than 375 video games can be played on this dynamic combination of hardware.

The Intellivision II Master Component remains the "brains" of the system, making use of a 16-bit microprocessor that plays more than 100 video games. Connect the SYSTEM CHANGER and play Atari 2600 compatible games. (Intellivision^R Master Component Model #2609 requires factory modification at owner's expense). Now you've got one system that plays more games than any other home video system available today. With many features that are similar to the Atari 2600, the System Changer has left and right difficulty switches, an on/off and game select switch, plus a color/black and white switch.

"Our consumer research indicates that 62% of Intellivision owners have expressed an interest in buying System Changer," said Terrence E. Valeski, Senior Vice President of Marketing and Sales. System Changer had been heavily promoted in the 1983 fourth quarter through newspaper co-op and television advertising.

"We have an installed Intellivision base of 3 million owners. Our objective is to increase this active installed base with more System Changer sales and a software assortment that affirms Intellivision II as the preferred purchase. In addition, the availability of System Changer and the Intellivision Entertainment Computer System will encourage consumers to purchase Intellivision II, according to our research," added Valeski.

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