

MAY 29, 2018

Press Release – May 29th, 2018

IRVINE, CA, May 29, 2018 – Intellivision®

Entertainment is proud to announce that it will bring the concept of SIMPLE, AFFORDABLE, FAMILY & FUN back into homes across the world with the introduction of a brand new home video game console. The original Intellivision system generated many “firsts” in the video game industry including the first 16-bit gaming machine, the first gaming console to offer digital distribution, the first to bring speech/voice to games, the first to license professional sports leagues and organizations and the first to be a dedicated game console and home computer. Originally released in 1979, due to its popularity it was remarkably retailed across 3 decades and quickly sold millions of units. The new Intellivision system (name TBA) will carry on the company tradition of “firsts” with its new concept, design and approach to gaming.

Video Games Live™ creator and 30 year video game industry veteran Tommy Tallarico has been named President of Intellivision Entertainment as the company turns its focus on a rebranding and reimagining for the 21st century while still paying homage to its legacy roots. “I grew up playing Intellivision with my parents and younger brother,” says Tallarico. “It was always my favorite system because the games were cutting edge, yet fun and simple to play so our entire family could enjoy them together. I find those important elements to generally be lacking from our industry with the current modern gaming consoles. Our goal is to change that by focusing on bringing all age groups and levels of gamers and non-gamers together while introducing new generations of people to the legacy success of the Intellivision brand.”

Original Intellivision team members will also play important roles in the creation, development, software and design of the new platform. Intellivision Entertainment Chairman Steve Roney and Intellivision Entertainment Vice President of Technology Bill Fisher have been involved with Intellivision since 1981. Both Steve and Bill were programmers and designers for some of the first home video games to ever have voice/speech (Space Spartans® & B-17 Bomber®). Other Intellivision members include original Game Design & Development Group Leader David Warhol, known for designing and producing over 25 Intellivision titles as well as designing, programming and composing for the first home console video game to ever have wall-to-wall continuous music (Thunder Castle®). Eight year Intellivision veteran and Vice President Emily Reichbach Rosenthal will be heading up the Licensing Division, and longtime Intellivision contractor, tech guru and historian Paul Nurminen has been named Vice President of Product Development.

PRESS CONTACT

info@intellivisionentertainment.com

Details of the new console will be released on October 1, 2018 and followers can subscribe to updates at www.IntellivisionEntertainment.com. The first 100,000 people to sign up on the website will get the exclusive opportunity to purchase a special and unique Limited Edition version of the console which will not be made available in stores. An interactive Facebook Live event to answer questions from fans is scheduled for Thursday, May 31st at noon pacific at: www.facebook.com/IntellivisionEntertainment. Interviews about the new console can be scheduled by contacting info@IntellivisionEntertainment.com. In-person interviews will take place in the National Videogame Museum – South Hall Booth #701 during the 2018 Electronic Entertainment Expo (E3) in Los Angeles.

SEPTEMBER 12, 2018

Press Release - September 12th, 2018

IRVINE, CA, September 12, 2018

(#NationalVideoGamesDay) – Intellivision®

Entertainment is proud to announce that it will be revealing extensive details about its upcoming new family home video game console at the Portland Retro Gaming Expo on Saturday, October 20th. Intellivision president and industry veteran Tommy Tallarico headlines the show as the keynote address for the largest retro video game convention in the world. Information to be revealed includes the name, logo and branding of the new console, the hardware specs (including the revolutionary new controller), launch date, price point, online capabilities, new & unique approach to doing business in the game industry, games available at launch, partners, publishers, game licenses, marketing strategy, developer relationships and game funding, technical specifications for game developer tools, the team and advisors behind Intellivision Entertainment, special guests, game industry supporters and backers... and much more... including a FIRST LOOK at what the new console and controllers will look like (3D renders only).

Intellivision Entertainment will also be sponsoring an exclusive Blue Sky Rangers panel consisting of never before heard original Intellivision past management as well as programmers and artists to discuss the revolutionary products and video game industry “firsts” they pioneered. Six of the biggest and brightest stars of the early 80’s era of Intellivision will be together again for the first time. Aside from the keynote address, Mr. Tallarico will also be presenting a separate talk explaining retro game audio creation from the 80’s & 90’s. All three of the Intellivision talks will be streamed LIVE and archived on the Intellivision Entertainment social media pages and website. The first 2,000 convention attendees and the first 500 keynote address attendees will receive an exclusive special limited edition Intellivision lanyard.

Intellivision Entertainment is bringing the concepts of SIMPLE, AFFORDABLE, FAMILY & FUN back into homes across the world with the introduction of their brand new home video game console. The original Intellivision system generated many “firsts” in the video game industry including the first 16-bit gaming machine, the first gaming console to offer digital distribution, the first to bring speech/voice to games, the first to license professional sports leagues and organizations and the first to create and utilize a directional pad (D-Pad) for game controls. Originally released in 1979, due to its popularity it was remarkably retailed across 3 decades and quickly sold millions of units. The new Intellivision system will carry on the company tradition of “firsts” with its new concept, design and approach to gaming.

OCTOBER 22, 2018

Press Release – October 22nd, 2018

IRVINE, CA, October 22, 2018 – Almost 40 years after the release of the original Intellivision® home video game system which helped to redefine the video game industry, Intellivision® Entertainment is proud to carry on its “Legacy of Firsts” by announcing the brand new revolutionary family home video game console named Amico™ to be released on October 10th, 2020 (1010 2020). Amico is the Italian word for “friend” or “buddy” and encapsulates an element of the approach and dynamics for what makes the new console so unique and an exciting addition to everyone’s family.

“We are creating a console that parents WANT to buy, not that they were asked to buy,” stated Intellivision president and 30 year industry veteran Tommy Tallarico during his keynote address over the weekend at the Portland Retro Gaming Expo. Tallarico went on to say, “Most every game being made for the home consoles these days is created with only the hardcore gamer in mind. We see a world where everyone is interested in playing at home and with friends, but this isn’t currently possible because the barrier to entry is nearly impossible for a non-gamer due to the complexity of the controllers, intricacy of gameplay, expense of the hardware and software and steep learning curve with an unbalanced fun factor for the beginner. Our goal was to create a console that both gamers and non-gamers are able to have fun with and play together. The Intellivision Amico is our answer to this gaping hole we see within the current video game industry.”

Intellivision Entertainment continues to build upon its gaming legacy with support and expertise from industry veterans and superstars, including longtime product manager/producer/marketer Jason Enos (involved in over 100 products launches, including the Metal Gear Solid® , Castlevania® , Contra® , Dance Dance Revolution® , Silent Hill® , TEKKEN™, Ace Combat® , Dragon Ball Z® , Monopoly® and PAC-MAN™ franchises), Perrin Kaplan (Zebra Partners, former Nintendo VP of Marketing & Corporate Affairs; launched the Nintendo Wii® , Nintendo DS® , Super Nintendo® , Nintendo Gamecube® , N64®), Beth Llewlyn (Zebra Partners, former Nintendo PR; launched the Nintendo Wii® , Nintendo DS® , Pokemon™), Scott Tsumura (Tozai Games, formerly co-founder and President of Nintendo Software Technology Corporation, and a pioneer in the early days of arcade game production, including Moon Patrol, Kung Fu Master, 10 Yard Fight, etc.), Phil Adam (Founder of Spectrum Holobyte, President & VP of Interplay Productions, helped introduce Tetris® to the world), André LaMothe (Hardware Evangelist, programmer, designer, author, over 750 products to market, artificial intelligence design for NASA) and advisor David Perry (Earthworm Jim™, Disney's Aladdin™, founder of Shiny Entertainment and co-founder of Gaiikai cloud gaming utilized in the Sony PlayStation®4).

Game industry analyst and Wedbush Securities Managing Director of Equity Research Michael Pachter commented, "I think it's about time somebody focused on families with kid-friendly games. Intellivision has a long history of delivering content that everybody can enjoy, and with the revived console priced right, I expect it to be immensely successful. The company has the right leadership and is positioned in an underserved niche, I think the re-launch will be a home run."

"Intellivision Entertainment is also proud to announce that it joins console manufacturers Sony® , Microsoft® and Nintendo® as the fourth game console company to be an active member of the Entertainment Software Association (ESA). The ESA's mission is dedicated to serving the business and public affairs needs of the video game industry as well as owning and operating the Electronic Entertainment Exposition (E3)."

Experience the Intellivision Amico™ Reveal Trailer HERE: <https://youtu.be/xokUnn1IBGA>

INTELLIVISION AMICO™ FEATURES AND INFORMATION:

PRICE RANGE (RETAIL)

- US \$149 - \$179

SOFTWARE OVERVIEW

- All games are family friendly and rated “E for Everyone” or “E10+”.
- Every game version on the console is EXCLUSIVE.
- Quality over quantity! All games must past a strict quality control seal of approval.
- Balanced gameplay and design for Equal Opportunity Gaming™ for all.
- All games are downloadable and between US \$2.99 - \$7.99.
- No costly DLC (Downloadable Content) add-on's or “In-App Purchases”.
- Launch to include several built-in reimagined Intellivision Classics (pre-installed in every console) and over 20 games including both reimagined industry classics and brand new exclusive titles via the Intellivision Online Store.

CONTROLLERS

- 2 wireless Bluetooth controllers (up to 8 player compatible and connectivity).
- 3 ½ inch (2:3 aspect ratio) Color Touchscreen.
- Pioneering tilting positional disc with surrounding interactive LED border.
- 4 arcade-style tactile feedback buttons.
- Gyroscope & Accelerometer.
- Force feedback.
- Controller to be used horizontally or vertically including dominant left or right hand usage.
- Qi (pronounced “CHEE”) wireless onboard charging.
- Speaker
- Microphone
- Free downloadable app enables mobile phones as additional controllers (up to 8 players)

HARDWARE & TECHNOLOGY

- State of the Art 21st Century 2D Image Processing and Graphics Capability
- Intellivision Prism™ Onboard Interactive Lighting Technology.
- WiFi/BT & Ethernet Connectivity.
- HDMI Video Output.
- Multiple USB Ports
- System Expansion Interface.

ONLINE

- Intellivision Online Store for the ability to purchase additional software.
- Multi-player online gaming and structured multi-tiered tournament play.
- Time & Space Leaderboard System™ which includes high scores by locations and calendar.
- Trophy/Achievement rewards system which awards unique accomplishments to each player

REIMAGINED GAMES

- Includes updated graphics, modernized audio, additional levels, multi-player modes (local and online), tournament modes AND MORE! □
- Intellivision Classics REIMAGINED and REMADE EXCLUSIVELY for the Intellivision Amico™: Astrosmash™, Shark! Shark!™, Baseball, Night Stalker™, Skiing, Math Fun™, SNAFU™, Utopia™, Frog Bog™, Boxing, Bowling, Triple Action™, Tron Deadly Discs™, Cloudy Mountain: Crown of Kings, Star Strike™, Horse Racing, Auto Racing, B-17 Bomber™ AND MORE!
- Atari Classics REIMAGINED and REMADE EXCLUSIVELY for the Intellivision Amico™: Pong™, Asteroids™, Centipede™, Tempest™, Adventure™, Missile Command™, Yar's Revenge™, Breakout™, Lunar Lander™, Night Driver™, Sky Diver™, Warlords™
- Imagic Classics REIMAGINED and REMADE EXCLUSIVELY for the Intellivision Amico™: Microsurgeon™, Atlantis™, Demon Attack™, Dracula™, Beauty and the Beast™, Ice Trek™, Swords & Serpents™, Dragonfire™, Truckin'™ AND MORE!

Other Games REIMAGINED and REMADE
EXCLUSIVELY for the Intellivision Amico™:

- Miner 2049er™
- Super Burgertime™
- Bad Dudes™
- Caveman Ninja™
- Moon Patrol™
- R-Type™
- 10 Yard Fight™
- Lode Runner™
- Spelunker™
- Kung-Fu Master™
- MotoRace USA™
- Tropical Angel™
- Archon™
- ToeJam & Earl™

Not only will the Intellivision Amico™ bring the fun and simplicity of classic gaming to modern day, but an entire plethora of completely brand new games and franchises are currently being created by game developers and game publishers around the world using the same core principles of sensible, simple and fun.

“The average age of a gamer today is 34 years old, and the market reflects that with a broad array of games for people of all ages. Of course, some parents may find that many of those games are not ageappropriate for their children,” said ESRB president, Patricia Vance. “Intellivision’s policy to only offer games rated E for Everyone and E10+ for Everyone 10 and up on its new system makes finding the right games easier for busy families, especially those with young gamers.”

Followers can join the Intellivision family by subscribing to updates at IntellivisionEntertainment.com.