

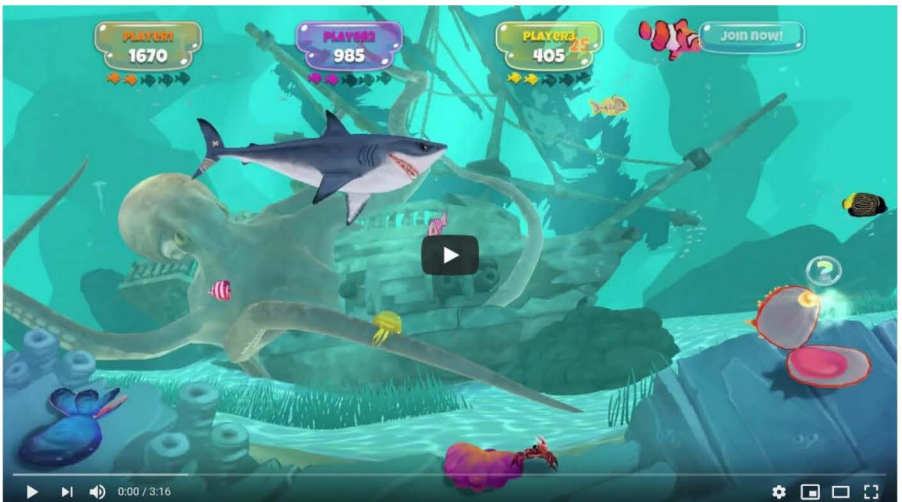
MARCH 17, 2020

Press Release - March 17th, 2020

INTELLIVISION REVEALS NEW GAMEPLAY TRAILER SHOWCASING 23 GAMES

Legacy Video Game Company Announces March 31 Limited VIP Edition Amico System Pre-Order

IRVINE, Calif. - March 17, 2020 - In anticipation of the Intellivision Amico family entertainment system launching later this year, Intellivision today announced a [new gameplay trailer](#) available now. Showcasing 23 games, nearly half of which have never been seen, the trailer offers enthusiasts a sneak peek at the reimagined favorites and groundbreaking original games that will be featured on Intellivision's newest system Amico, launching 10-10-2020.



Following a sold-out Founders Edition program – launched in January and selling out within hours – Intellivision is excited to announce a limited VIP Edition pre-order program for the highly anticipated Amico system. Beginning March 31, 2020, fans who take advantage of the pre-order will gain access to the Graphite Black and Glacier White consoles for the first time as well as a second chance to secure the Vintage Woodgrain model. Two wireless Bluetooth, color touchscreen controllers and five pack-in games come with each standard console. Also included in the VIP Edition program are a \$25 RFID Amico digital game store gift card, a 25% off online merchandise store discount code, a lenticular Running Man trading card signed by Tommy Tallarico, and three digital soundtrack albums including “Earthworm Jim Anthology.” With a \$100 refundable deposit, the pre-order bundle is \$249 for Graphite Black or Glacier White and \$279 for Vintage Woodgrain.



“Our supporters worldwide shared our excitement when we made our first 2,600 Founders Edition units available, and we received an overwhelming demand for another opportunity to participate after we sold out,” said Tommy Tallarico, Intellivision CEO and Amico creator. “Given the potential impact on manufacturing due to COVID-19, we understand it may be difficult to find entertainment products later this year and we want to give our most loyal followers an invitation to secure their very own Amico.”

[Subscribed fans](#) will receive an email invitation on Tuesday, March 31, 2020 at 10 a.m. Pacific Standard Time with purchase instructions. More information can be found at www.intellivisionentertainment.com, and the gameplay trailer can be [viewed here](#).

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MAY 14, 2020

Press Release – May 14th, 2020

INTELLIVISION ENTERTAINMENT ADDS RENOWNED GAME INDUSTRY VETERAN J ALLARD AS GLOBAL MANAGING DIRECTOR

*Former Microsoft® Executive and Xbox® Co-Founder
Returns to the Video Game Industry to Further Bolster
Leadership Team and Launch Intellivision® Amico™ Game
Console*

IRVINE, Calif. – May 14, 2020 – Intellivision

Entertainment, LLC today announced that J Allard has joined Intellivision as Global Managing Director. As Microsoft's former Chief Experience Officer and Chief Technology Officer of the Entertainment and Devices Division, Allard's mark and legacy in the games industry stem from two decades at Microsoft in which he co-founded the Xbox, Xbox Live, Live Arcade and Xbox 360 among many other tentpole software products.

"We are thrilled to add such an amazing industry legend to our team," said Intellivision CEO Tommy Tallarico. "J's experience, like-minded vision and leadership in the technology and video game industries as a visionary, product designer, and gamer will further strengthen the executive leadership team and innovation legacy at Intellivision."

A lifelong gamer, Allard grew up with the original Intellivision and published his first game Lemonade Stand in the early 80s for the TRS-80 Color Computer.

Allard was recruited by Microsoft in 1991 and went on to deliver over 40 products, was awarded over 50 patents, and helped build four multi-billion-dollar businesses. He made an impact early on in his career when he wrote a memo titled "Windows: The Next Killer Application on the Internet," outlining why Microsoft needed to change its course and redefine itself with the Internet. The memo led to Bill Gates – Co-Founder and CEO at the time – to overhaul the company's strategy and Allard became known as "Microsoft's Father of the Internet."

In 1998, Allard co-founded Xbox, ushered Microsoft into the video game console space with the company's first game console in 2001, and grew the business into the fastest one billion dollar business in the company's history. Allard was recognized as "Top 35 Entertainment Execs Under 35" by The Hollywood Reporter, "The Most Powerful Men Under 38" by Details, and "The Most Important Person in Video Games" by Giant Bomb.

In his new role at Intellivision Entertainment, Allard will provide invaluable insights to support the final development of Amico – the new console designed to make video gaming accessible to all. His expertise and deep knowledge in user experience, operating systems, game certification, and building ecosystems will help Amico stay true to its mission to bring family and friends together again with fun games that everyone can play.

“Amico’s vision speaks to me, not just because I grew up with Intellivision, but because I grew up playing with my family and friends,” said J Allard. “Playing together is a timeless concept that I feel the video game industry has largely forgotten. The Intellivision team is deeply committed to bringing back shared fun and affordable gaming for everyone.”

Intellivision Amico is planned to release beginning in October and pricing for the system starts at \$249. For more information, please visit

www.IntellivisionAmico.com.

ABOUT INTELLIVISION ENTERTAINMENT

Over 40 years ago, the Intellivision home video game console pioneered the video game industry, establishing many industry firsts and capturing an unprecedented 20 percent market share at the time. Building upon its gaming legacy with support and expertise from industry veterans and superstars, Intellivision is back with the mission to bring people together by delivering simple, affordable, family-friendly entertainment. Intellivision will launch Amico, a unique video game system that’s redefining entertainment with family and friends. Amico will come with two easy-to-use color touchscreen controllers and is designed to be fun for all ages. With a broad variety of family-friendly games and a proprietary system that adapts gameplay for any skill level, players of all backgrounds can truly enjoy gaming together.

More information can be found at

www.IntellivisionAmico.com.

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JULY 16, 2020

Press Release – July 16th, 2020

INTELLIVISION ENTERTAINMENT™ REVEALS EXCITING NEW LICENSES TO EXPAND ITS DIVERSE PORTFOLIO OF SPORTS THEMED VIDEO GAMES

***All-Star Licenses to Include Major League Baseball,
Evel Knievel and The American Cornhole League
Available Exclusively on Intellivision Amico™***

IRVINE, Calif. – July 16, 2020 – Intellivision Entertainment LLC, the video game industry pioneer, announced today several of their latest licensing agreements, which focus on sports-themed games, include Major League Baseball, Evel Knievel, and the American Cornhole League. These partnerships bring additional highly-recognized brands to Intellivision Amico™ through a series of officially licensed games that are simple and fun for the whole family.

"My early memories of playing the original Intellivision Major League Baseball game with my dad and brother helped inspire our vision to launch Amico," said Intellivision CEO and President, Tommy Tallarico.

"Looking to the future, Intellivision is proud to offer a wide breadth of content for everyone in the family to enjoy from favorite sports and recreational games to thrilling, daredevil action. We continue to diversify our portfolio and gameplay experiences for Amico."

Major League Baseball

The licensing deal between MLB and Intellivision comes 41 years after the two groups launched their first partnership. That historic collaboration represented the first video game license with a professional sports league – a pioneering trend in the industry that Intellivision embraced across almost every sport. Unlike anything available at the time, Intellivision's *Major League Baseball™* game was the first home video game ever to feature spoken voice (e.g. "YER OUT!"). The original *Major League Baseball* is the best-selling Intellivision game of all time with approximately one in three Intellivision households owning the title. Bringing yet another first to the baseball video game industry, Intellivision's MLB licensed game will introduce a competitive play option. This option will allow multiple players to join in the fun and set up head-to-head competition in different ways or all versus the computer. All 30 current MLB teams will be featured.

"Baseball video games have brought family and friends together for more than 40 years. Our renewed partnership with Intellivision continues that tradition with simplicity and fun for the whole family," said Senior Vice President, Games and VR, Jamie Leece. "We look forward to joining Intellivision with the shared mission of bringing family and friends together with the love of the game and passion for our sport."

Evel Knievel

Paying homage to the Knievel legacy, Intellivision is working with the Evel Knievel Family and Barnstorm Games to bring an exciting multiplayer game to the Amico platform. The updated version of the Evel Knievel game will feature enhanced graphics, sound, and art, plus a variety of multiplayer options utilizing Amico's unique controllers. In addition to new levels and gameplay features, more action such as the Skycycle X-2 rocket that was used in his infamous Snake River Canyon jump in 1974 will be added.

"My dad was a larger than life character who was a hero and inspiration to millions of people," said Kelly Knievel, son of Evel Knievel. "We are excited to work with Intellivision to keep his legacy alive, introduce his bold spirit to a new generation of fans, and take the thrill of the jump from the arena to the living room on Amico."

American Cornhole League

Developed exclusively for the Amico system with some of the world's greatest professional cornhole players, the American Cornhole League, which has been broadcast on ESPN since 2016, is bringing America's fastest-growing recreational sport into the living room. With the intention of providing a game for everyone in the family, regardless of skill level, users can utilize the unique Amico controller with touchscreen and motion controls. Gameplay is available in career, arcade, multiplayer, or free play mode and features over 100 unlockables, multiple challenges, skill levels and ways to play - no summer BBQ picnic required.

"We are thrilled to work alongside Intellivision and some of the world's greatest players and to bring cornhole to the Amico console," said Stacey Moore, Commissioner and Founder of the American Cornhole League. "We cannot wait for people to experience throwing ACL virtual bags in the comfort of their own home."

Intellivision is currently working on many more exciting partnerships in preparation for the Amico system launch. For more information please visit

www.IntellivisionAmico.com.

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ABOUT MAJOR LEAGUE BASEBALL

Major League Baseball (MLB) is the most historic professional sports league in the United States and consists of 30 member clubs in the U.S. and Canada, representing the highest level of professional baseball. Major League Baseball is the best-attended sport in North America, and since 2004, MLB has enjoyed its best-attended seasons in the history of the game. Led by Commissioner Robert D. Manfred, Jr., MLB currently features record levels of labor peace, competitive balance and industry revenues, as well as the most comprehensive drug-testing program in American professional sports. MLB remains committed to making an impact in the communities of the U.S., Canada and throughout the world, perpetuating the sport's larger role in society and permeating every facet of baseball's business, marketing and community relations endeavors. With the continued success of MLB Network and MLB digital platforms, MLB continues to find innovative ways for its fans to enjoy America's National Pastime and a truly global game. For more information on Major League Baseball, visit www.MLB.com.

ABOUT EVEL KNieVEL

From his humble roots in the unlikely town of Butte, Montana, Evel Knievel rode his motorcycle and willpower to an unparalleled level of worldwide glory and fame. Knievel was the King of the Daredevils, The Last of the Gladiators, The Godfather of Extreme Sports, and was an American legend known as an unwavering optimist, a doer, and a go-getter. Knievel's nationally televised motorcycle jumps, including his 1974 attempt to jump Snake River Canyon, represent four of the twenty most-watched stunts, including the number one spot, on ABC's Wide World of Sports events in history list. His achievements and failures, including his record 35 broken bones, earned him several entries in the Guinness Book of World Records. Knievel was inducted into the Motorcycle Hall of Fame in 1999, securing his place in history as an enigmatic folk hero. More information can be found at www.evelknievel.com.

ABOUT THE AMERICAN CORNHOLE LEAGUE

The American Cornhole League (ACL), the originators of competitive cornhole, promotes and develops cornhole as a sport for any age and any skill level. With over 350 directors all around the country, the ACL has solidified themselves as the go-to resource for all things cornhole. The organization has established the rules and regulations to govern the sport around the world. The ACL's global headquarters are in Charlotte, North Carolina. For further information on the ACL or how to become a director, please visit the Company's website at iplaycornhole.com.

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AUGUST 7, 2020

Intellivision Named Finalist for OCTANE'S 2020 High Tech Innovation Awards – August 7, 2020

**INTELLIVISION ENTERTAINMENT™ NAMED FINALIST
FOR OCTANE'S 2020 HIGH TECH INNOVATION
AWARDS**

**Company Among Finalists For “Best Consumer
Technology Innovation” With Amico Entertainment
System**

IRVINE, Calif. – August 7, 2020 – Intellivision Entertainment LLC, the video game industry pioneer, is a finalist for Octane's 2020 High Tech Innovation Awards in the “Best Consumer Technology Innovation” category. The honor centers on the company's development of Amico, a unique video game entertainment system designed for shared gameplay experiences for any age and skill level.

Octane is a renowned Orange County, California technology and life sciences accelerator organization. The prestigious annual Octane High Tech Awards seek to celebrate and recognize those individuals and companies who make Orange County a center of technology and medical technology innovation. Now in its 27th year, the High Tech Awards has recognized more than 130 innovative companies in Orange County.

Winners will be announced during the High Tech Awards [Digital Experience](#) taking place on Thursday, September 17, 2020.

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