

ATARI

ATARI®

ELECTRONIC ENTERTAINMENT

NEWS RELEASE

VIDEO COMPUTER SYSTEM™ BY ATARI®

January 5, 1980

FOR IMMEDIATE RELEASE

Contact: Ginny Juhnke
(408) 745-2883

ATARI® INTRODUCES THE NEWEST OUTER SPACE CHALLENGER IN VIDEO GAMES - SPACE INVADERS™

SUNNYVALE, CALIFORNIA - Space Invaders™, currently the most popular video game in amusement arcades around the world, is now the newest star of the Atari Video Computer System™ cartridge library.

Space Invaders promises to be one of the most addictive and intriguing video games ever. The basic objective is to prevent the legions of space invaders from conquering and destroying the earth! Even if you succeed in destroying the first wave of 36 invaders before they reach the earth, a new invasion force will appear on the screen, closer to earth than the last group. This process can be repeated indefinitely if you continue to destroy the aliens.

The new space cartridge will be the 33rd in the Atari video Game Program™ library. An additional five cartridges, Night Driver™, 3-D Tic-Tac-Toe, Golf, Circus Atari®, and Adventure, are scheduled for spring introduction.

Atari is a division of Warner Communications Inc.

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Contact: Ginny Juhnke
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ATARI® ADDS SIX NEW GAME PROGRAM™ CARTRIDGES
TO ITS PROGRAMMABLE VIDEO COMPUTER SYSTEM™ LIBRARY

SUNNYVALE, CALIFORNIA -- Atari Inc. today announced the introduction of six more exciting Game Program™ cartridges for its top-selling programmable video game - the Video Computer System™. The current cartridge library consists of 32 varied and challenging video games.

New cartridges include Space Invaders™, 3-D Tic-Tac-Toe, Night Driver™, Golf, Circus Atari® and Adventure.

SPACE INVADERS™ -- It's adapted from the most successful video arcade game in history. Creatures from outer space threaten the earth. Your mission is to stop them with laser cannons while avoiding their laser bombs and multiplying forces as they march increasingly closer to earth.

3-D TIC-TAC-TOE -- All the fun that children and adults alike have enjoyed for years is now available in a challenging 3-dimensional form for video game players. The objective is to place four "O"s or "X"s in one horizontal, vertical or diagonal row before the computer or an opposing player does. To do so you may use one plane or all four planes. Nine games in all and 76 possible ways to win.

more.....

ATARI ADDS SIX NEW CARTRIDGES

(continued)

NIGHT DRIVERTM -- The same death defying action that made Atari's Night Driver arcade game so popular. The road is rough, dark and winding. Caution and concentration are requisites in this defensive driving game. Anything or anyone can jump out on the road in the dark of night. The object is to stay on the road as long as possible and avoid crashing into pylons or the oncoming traffic.

GOLF -- Now you can play golf at home, even in stormy weather. There are nine tournament-quality holes on Atari's course, each with a designated par. Total par for this course is 36 points. When playing a one-player game, try to match or beat par. In a two player game, the winner is the player with the least amount of strokes. But swing carefully. There are the usual sandtraps, lakes and trees to avoid. The wrong play may cost penalty strokes.

CIRCUS ATARI[®] -- Multi-colored balloons and clowns collide under Atari's Big Top. You must try to pop the balloons by bouncing the clown from the teeter-totter up to the rows of balloons. Red, white and blue balloons have different point values. The more difficult the "pop", the higher the score.

ADVENTURE -- Adventure plays like the addictive Dungeons and Dragons fantasy role playing board game and includes the added dimension of video. A wicked magician has stolen an Enchanted Goblet and hidden it somewhere in the Kingdom. The object of the game is to rescue the Goblet and replace it inside the Golden Castle where it belongs -- no easy task. Three deadly dragons and a black bat hinder your quest, but scattered throughout the Kingdom are objects to help you slay the dragons and outwit the evil magician.

Atari Inc., a division of Warner Communications Inc., is the leading manufacturer of innovative consumer electronics products - personal computers, programmable video games and hand held electronic games.

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NEWS RELEASE

VIDEO COMPUTER SYSTEM™ BY ATARI®

ATARI AT A GLANCE

PONG!

When Atari made its revolutionary breakthrough in the amusement industry in 1972, it was a PONG™ heard 'round the world.

Like all of Atari's subsequent video games, PONG was an electronic video game in which semiconductor logic circuits were used to generate images displayed on a television screen.

Since its start in 1972, Atari has grown into a company with about 2,000 employees. Atari's world headquarters and manufacturing facilities are located in Sunnyvale, California.

Today, Atari's three principal classes of products are coin-operated games, consumer games and personal computers.

Atari's coin-operated games are self-contained units designed for placement in bowling alleys, arcades, hotel lobbies and similar locations.

Atari's consumer video game products are functionally similar to coin-operated games but are designed to be used with the player's own television set.

more.....

ATARI AT A GLANCE

(continued)

The hand held electronic games designed by Atari utilize the same technology as the arcade and home video games, yet are compact units that fit in a pocket or palm of a hand and can be carried anywhere.

Atari's personal computers, like the consumer video games, are designed for use with the owner's television set. Unlike the games, they are fully programmable and can be used to store and retrieve information of the owner's choosing.

ATARI INC. - A SUBSIDIARY OF WARNER COMMUNICATIONS INC.

In October 1976, Atari became a subsidiary of Warner Communications, Inc. Warner Communications Inc. is engaged in the communications and entertainment businesses through operations in recorded music and music publishing (Warner Bros. Records, Elektra/Asylum Records, Atlantic Records, WEA Corp., WEA International and Warner Bros. Music), motion pictures and television (Warner Bros. Pictures, Warner Bros. Television, Panavision and Licensing Corporation of America), publishing and related distribution (Warner Publishing, Warner Books, Independent News, Mad Magazine, DC Comics), cable communications (Warner-AMFEX), toys and electronic games (Atari Inc., Knickerbocker Toys and Malibu Grand Prix), fragrances (Warner/Lauren) video cassettes and video discs (WCI Home Video), and sports (Cosmos soccer).

ATARI AT A GLANCE

(continued)

TAKING ATARI GAMES HOME

Atari opened the door of a new marketplace in 1975 when it developed the home version of PONG. Two years later, a new innovative consumer product was born, the Video Computer SystemTM, a programmable unit for which 38 Game ProgramTM cartridges have been developed, with even more on the drawing boards. Included in the cartridges are games which appeal to all segments of the marketplace -- there are sport games, mind games, educational games, and just plain fun games. Now millions enjoy the marvel of the electronics game industry in their own homes.

PERSONAL COMPUTER SYSTEMS

Atari unveiled its new ATARI 400TM and ATARI 800TM Personal Computer Systems at the Winter Consumer Electronics Show in January, 1979. These personal computer systems are designed to accomodate the needs of people with no prior computer familiarity as well as those with experience and more sophisticated needs and requirements.

Both the Atari 400 and 800 systems allow the consumer to utilize the benefits of the computer revolution in their homes and offices at an affordable price.

ATARI AT A GLANCE

(continued)

HAND HELD ELECTRONICS GAMES

In February 1979, Atari announced that its expertise in developing consumer games had been extended to a new arena - hand held electronics games.

Since these games are about the size of a pocket calculator, they can be carried and played almost anywhere. And thanks to advanced chip technology, the same sophisticated game action found in the home and arcade video games, can be utilized in this exciting new generation of games.

One of Atari's early coin-operated games, Touch MeTM, was the first game to be adapted to this new compact format. Several other coin-operated games will be introduced in hand held version early in 1980.

SUCCESS SECRET - CREATIVITY AND EXPERTISE

Atari's management team believes its success can be attributed to two factors: creative understanding of the games people like to play and the technological competence necessary to convert an innovative concept into a product that can be manufactured and sold at a popular price.

ATARI AT A GLANCE

(continued)

As a testimony to this policy, Atari maintains the largest engineering and research and development staff in the video game industry whose primary activities consist of the development of new games and other electronic products.

That's the secret of Atari.

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NEWS RELEASE

ELECTRONIC ENTERTAINMENT FROM ATARI®

ATARI ANNOUNCES

SPACE INVADERS* LICENSE

Contact: Ginny Juhnke
(408) 745-2883

January 28, 1980

Sunnyvale, California - Atari, Inc., a division of Warner Communications Inc., announced today that it signed a license agreement with Taito Corporation of Japan under which Atari is granted the exclusive right to use the name Space Invaders in connection with the manufacture or sale of non-coin-operated video games, personal computers, and hand held electronic toys and games.

Space Invaders is currently the world's most popular video arcade game.

Atari recently introduced a Space Invaders cartridge for its programmable Video Computer SystemTM and will introduce a hand held version of Space Invaders at the Toy Fair in New York on February 11, 1980.

Michael J. Moone, President of Atari's Consumer Division stated, "This exclusive agreement offers a tremendously exciting opportunity for Atari to bring this record-breaking arcade game to the home market. Atari has aggressive marketing plans for these two products and as the sole licensee of the Space Invaders name in these product categories, will be working with Taito to protect our exclusivity and pursue certain unauthorized users now selling products bearing the Space Invaders name."

New York Contact: Michael Thomas
(212) 421-1461

* Indicates trademark of Taito America Corporation

NEWS RELEASE

ELECTRONIC ENTERTAINMENT FROM ATARI®

January 24, 1980

ATARI INC. TO INTRODUCE
HAND HELD ELECTRONIC GAMES
AT NEW YORK TOY FAIR

Contact: Ginny Juhnke
(408) 745-2883

New York, New York -- Atari, Inc. a division of Warner Communications Inc. and the nation's leading manufacturer of sophisticated computer-controlled consumer and coin-operated video games, announced today further expansion into the hand held electronic games market.

Atari, which introduced the challenging and popular Touch Me™ last year with excellent public response, will expand it's hand held electronic games product line with the debut of Space Invaders* and Super Breakout™ games at the Toy Fair here on February 10th.

Super Breakout is a pocket-sized hand held version of Atari's popular home video and coin-operated Breakout™ game. It features a liquid crystal display with a 32 x 32 resolution, 4 times higher than most other hand held units. Other special features include a contrast control knob, Piezo-electric speaker, difficulty/game select switch and knob control.

more.

ATARI INTRODUCES ADDITIONAL HAND HELD GAMES . . .

(continued)

Space Invaders, the most popular video game in amusement arcades around the world, recently introduced by Atari as an addition to their home video game library, will be shown for the first time in the new hand held format at the February 10th Toy Fair in New York.

Like Super Breakout, Space Invaders features a high resolution display, precise controls of the game action and the added dimension of sound that increases the excitement as the player repels the invasion force.

In making the announcement, Mr. Michael Moone, President of the Atari Consumer Division, commented, "With these two exciting additions to the Atari family of innovative consumer electronics products, we continue to solidfy our leadership position in one of the fastest growing segments of American and International retailing today."

Moone added, "As further evidence of our commitment in this area, Atari will open a dramatic new permanent showroom at 200 5th Avenue, Suite 1357, New York City, in early February, timed with the Toy Show."

New York Contact: Michael Thomas
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Since these games are about the size of a pocket calculator, they can be carried and played almost anywhere. And thanks to advanced chip technology, the same sophisticated game action found in the home and arcade video games, can be utilized in this exciting new generation of games.

To date, Atari has adapted three popular coin-operated video games to this new compact format - Space Invaders*, Super Breakout™, and Touch Me™.

SUCCESS SECRET - CREATIVITY AND EXPERTISE

Atari's management team believes its success can be attributed to two factors: creative understanding of the games people like to play and the technological competence necessary to convert an innovative concept into a product that can be manufactured and sold at a popular price.

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(continued)

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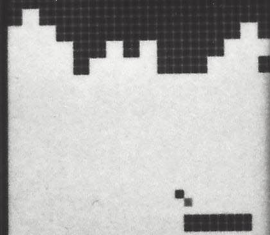
That's the secret of Atari.

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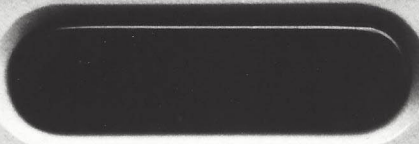
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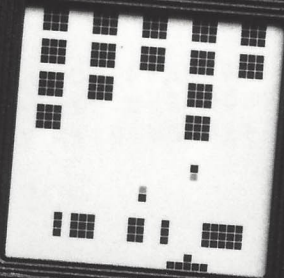
Super Breakout™



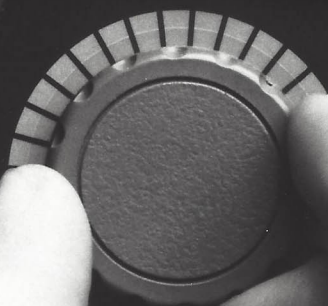
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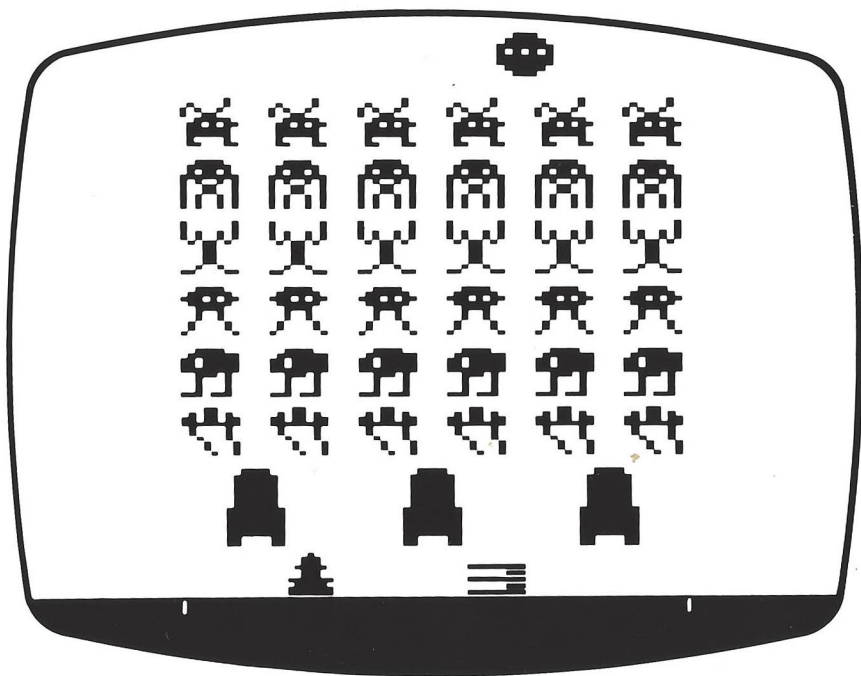


Space Invaders

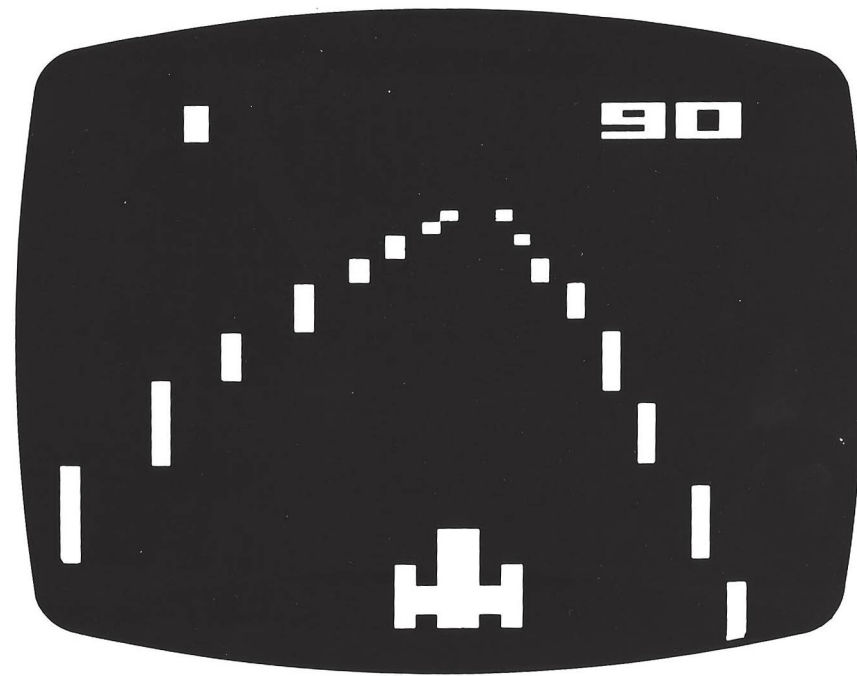


ATARI  ELECTRONIC GAMES

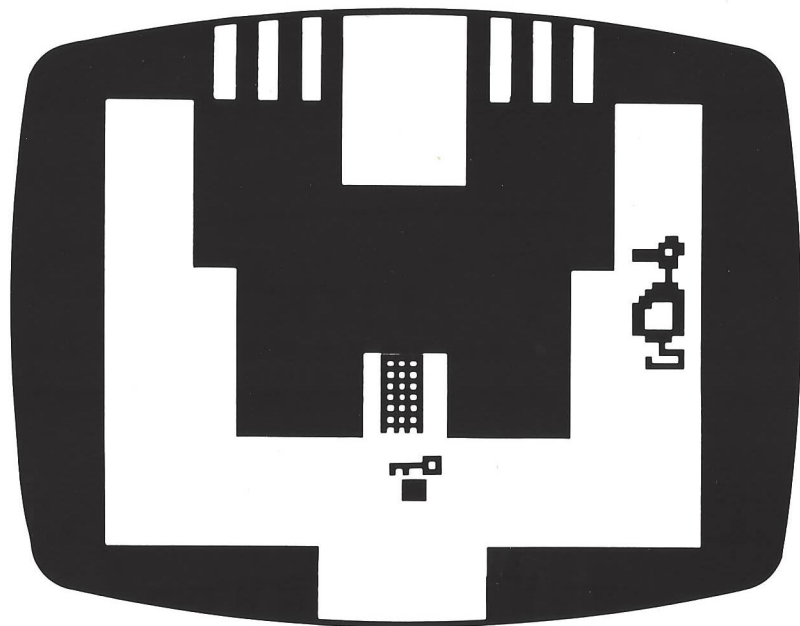




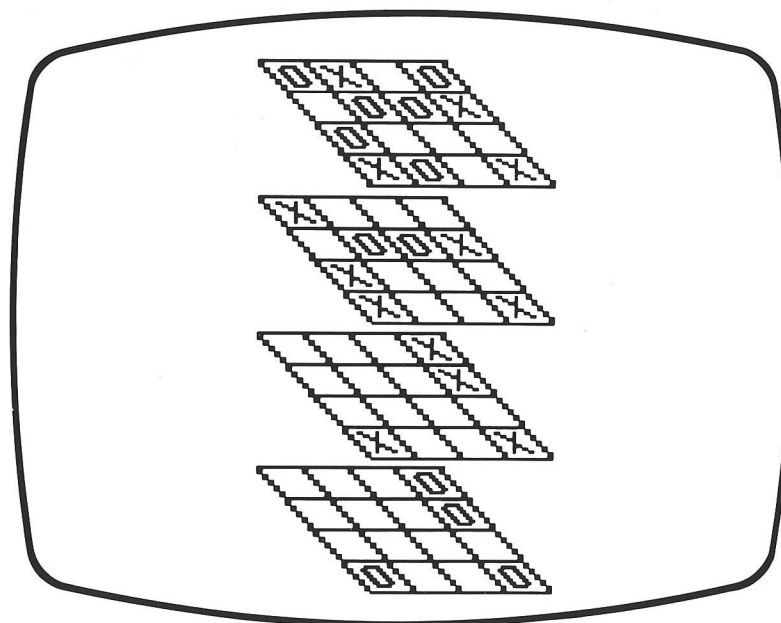
SPACE INVADERS™ Game Program™



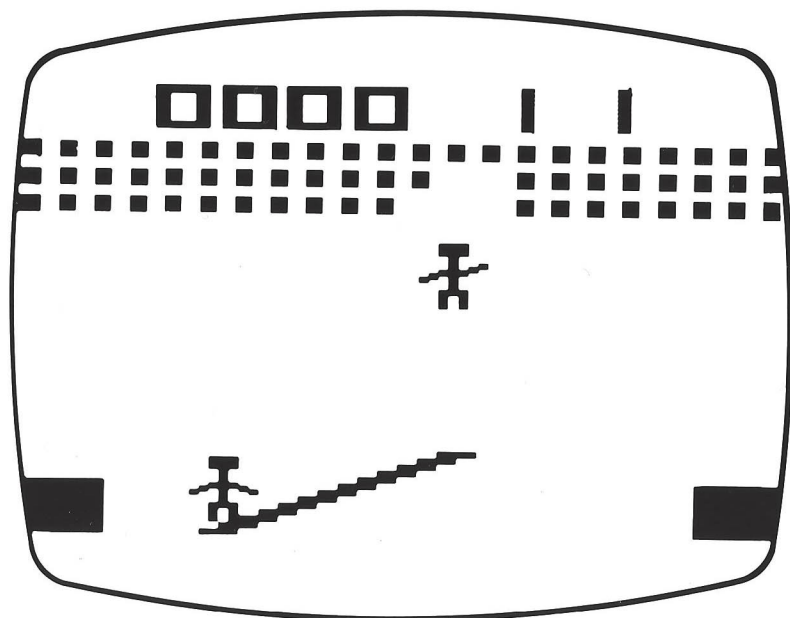
NIGHT DRIVER™ Game Program™



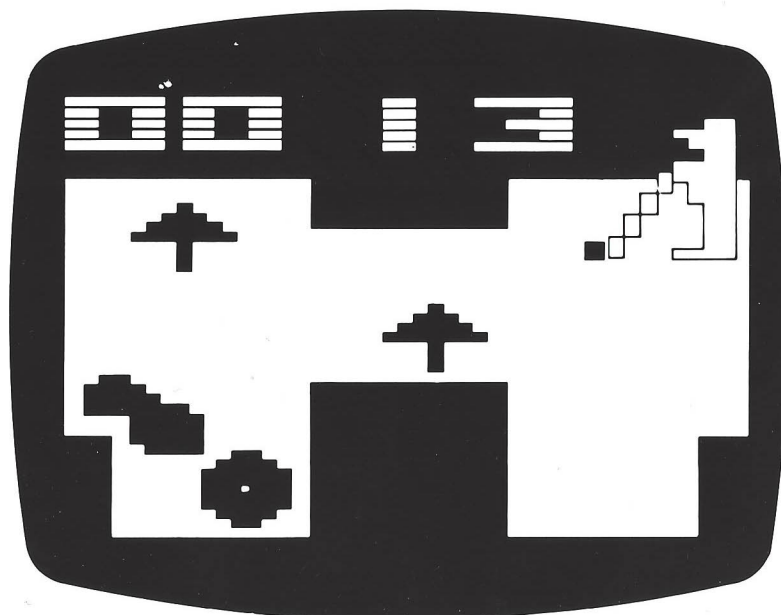
ADVENTURE Game Program™



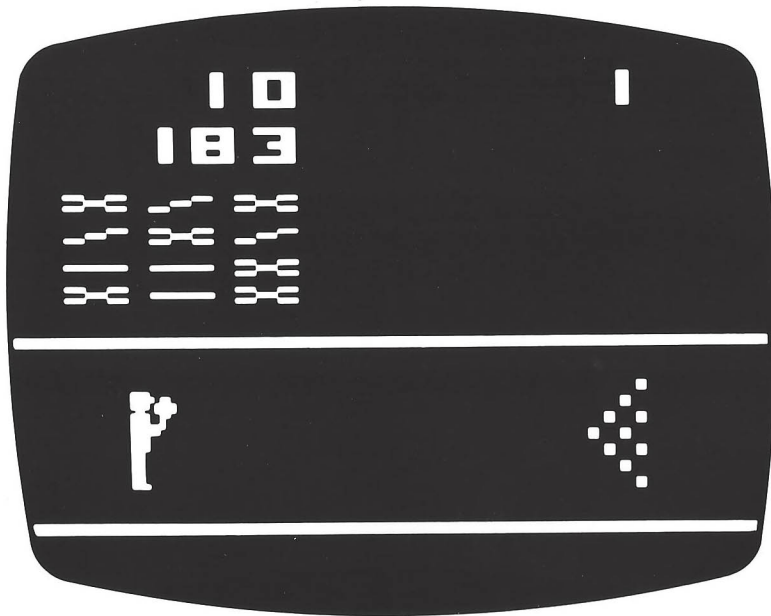
3-D TIC-TAC-TOE Game Program™



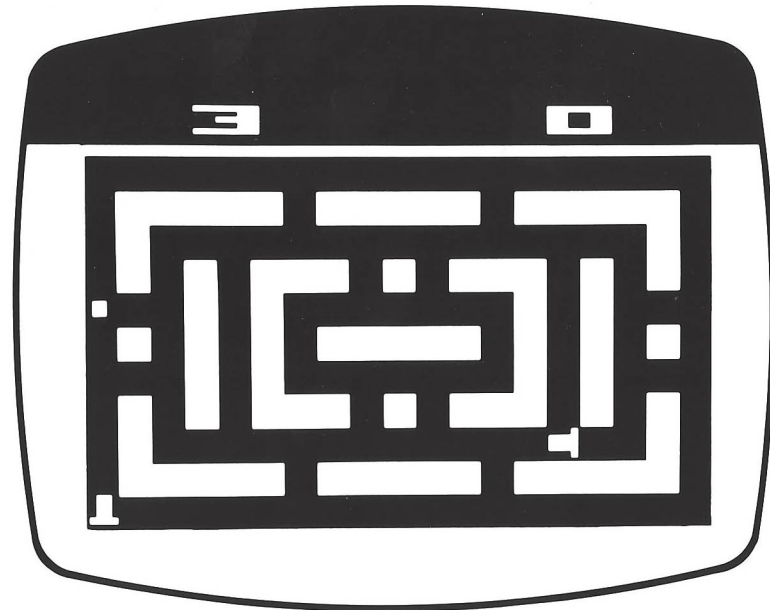
CIRCUS ATARI Game Program™



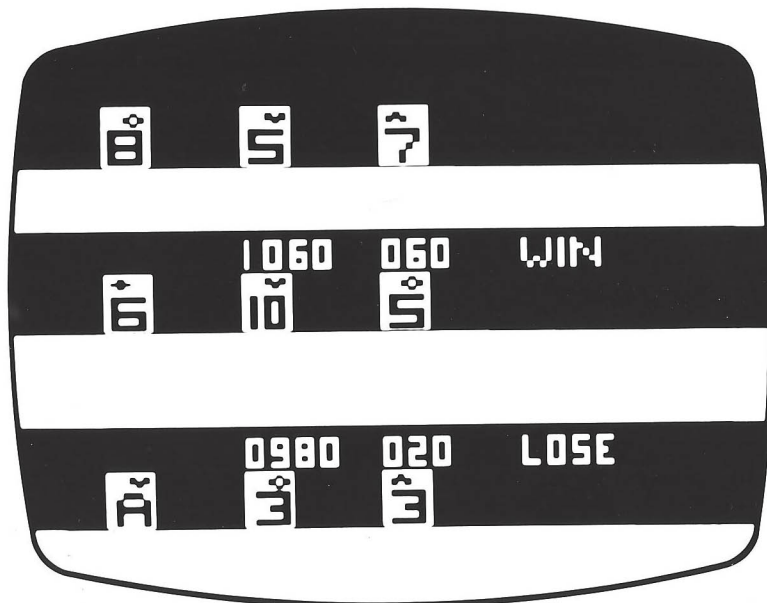
GOLF Game Program™



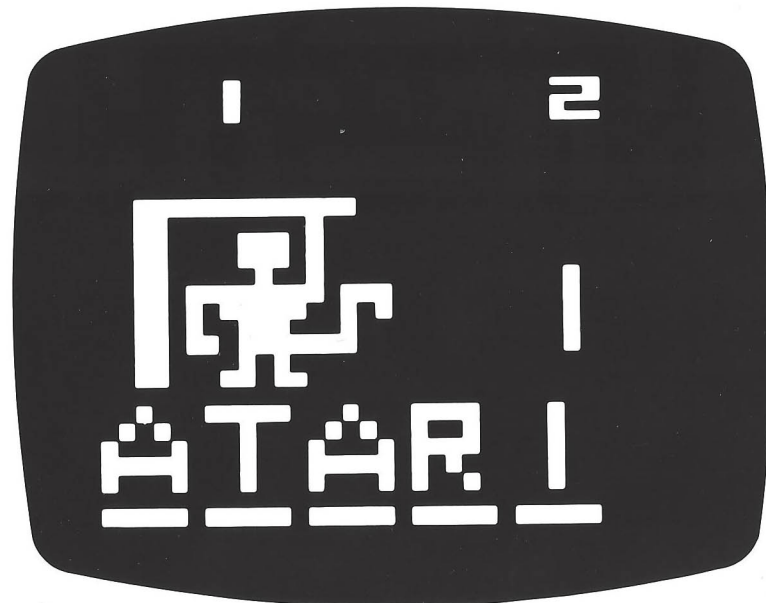
BOWLING Game Program™



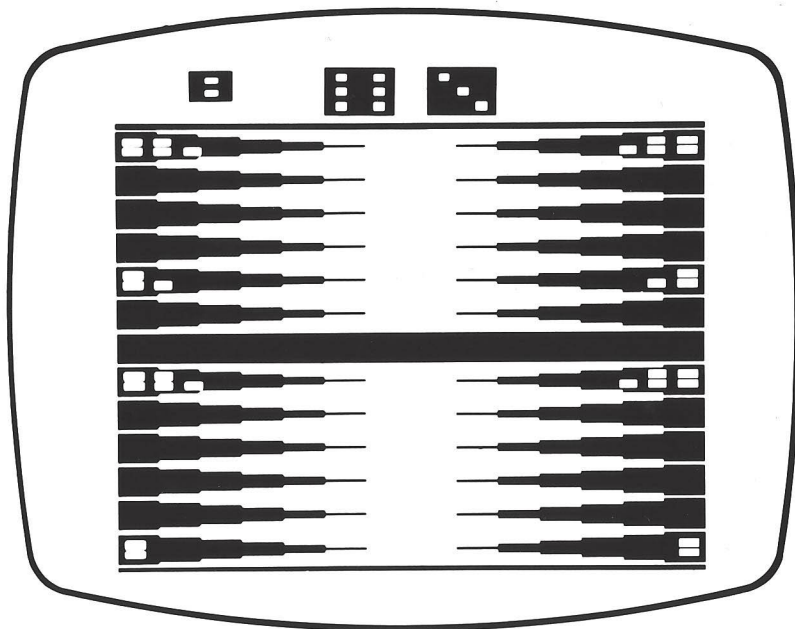
SLOT RACERS™ Game Program™



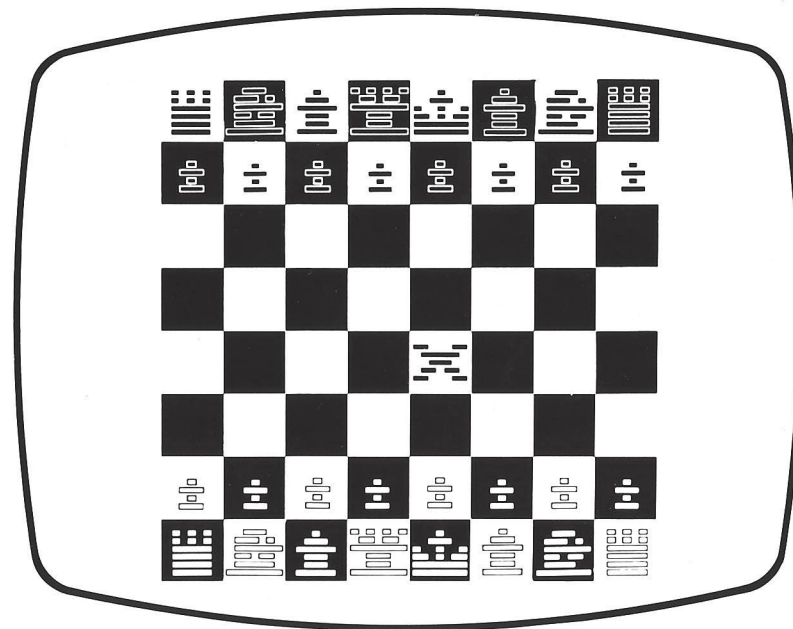
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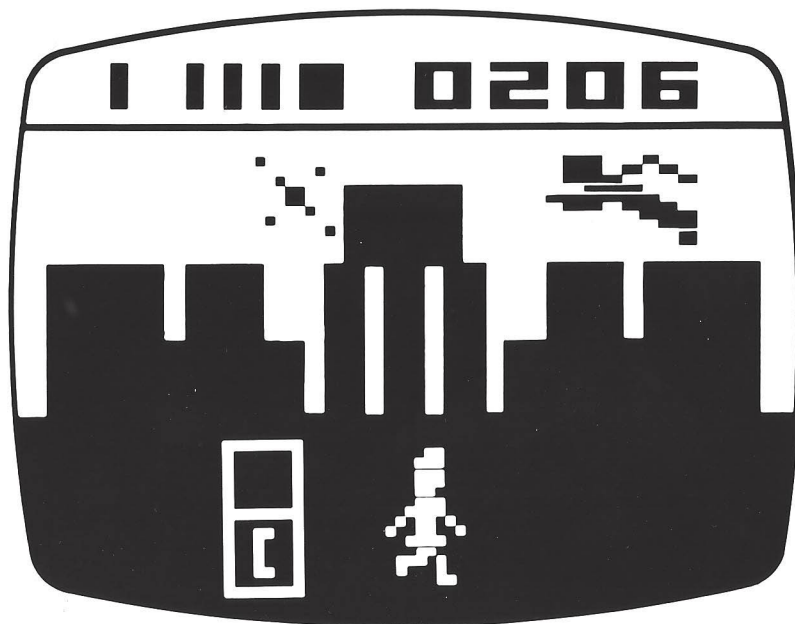
HANGMAN Game Program™



BACKGAMMON Game Program™

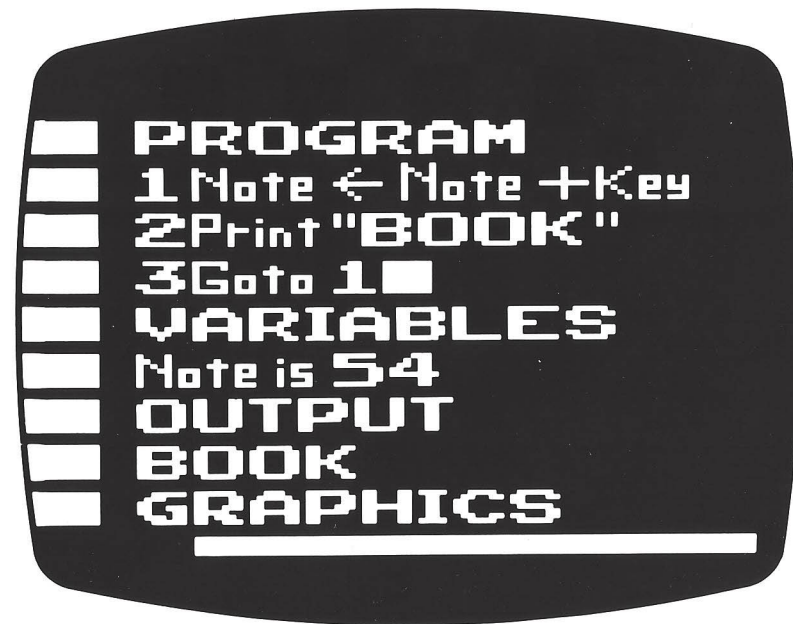


VIDEO CHESS™ Game Program™

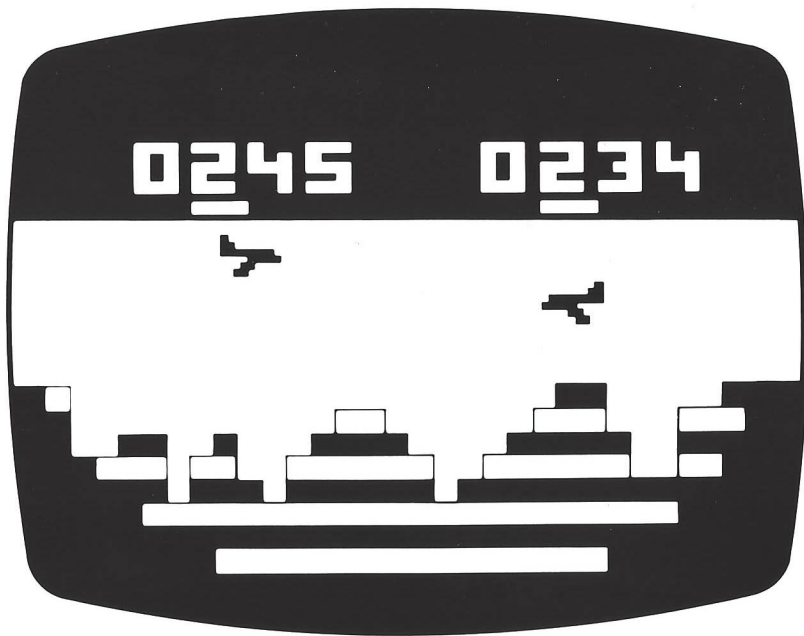


SUPERMAN® Game Program™

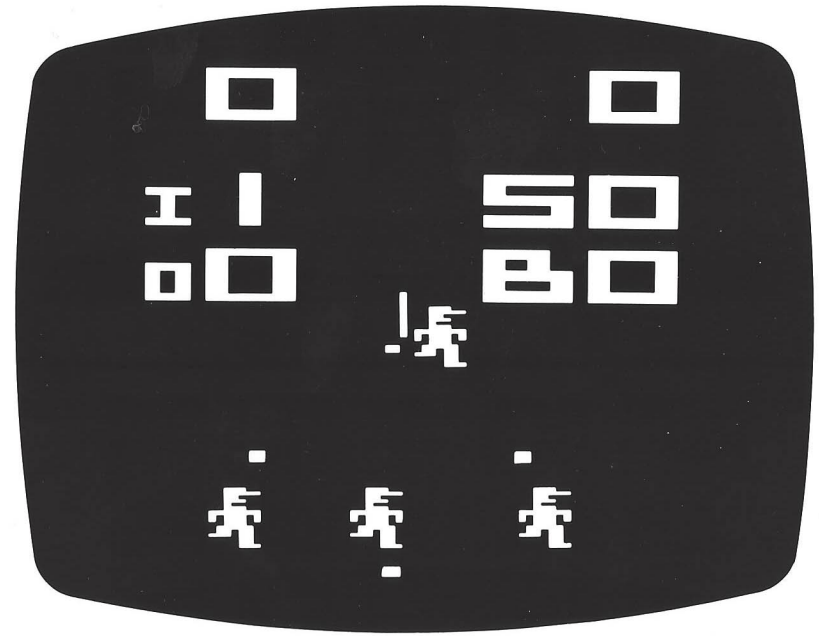
*SUPERMAN is the trademark of and © DC Comics, Inc. 1979



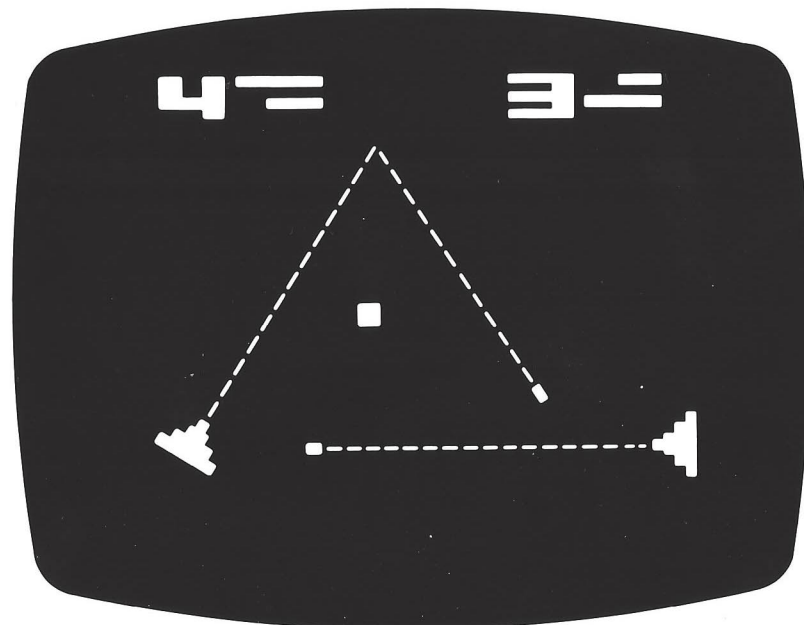
BASIC PROGRAMMING Game Program™



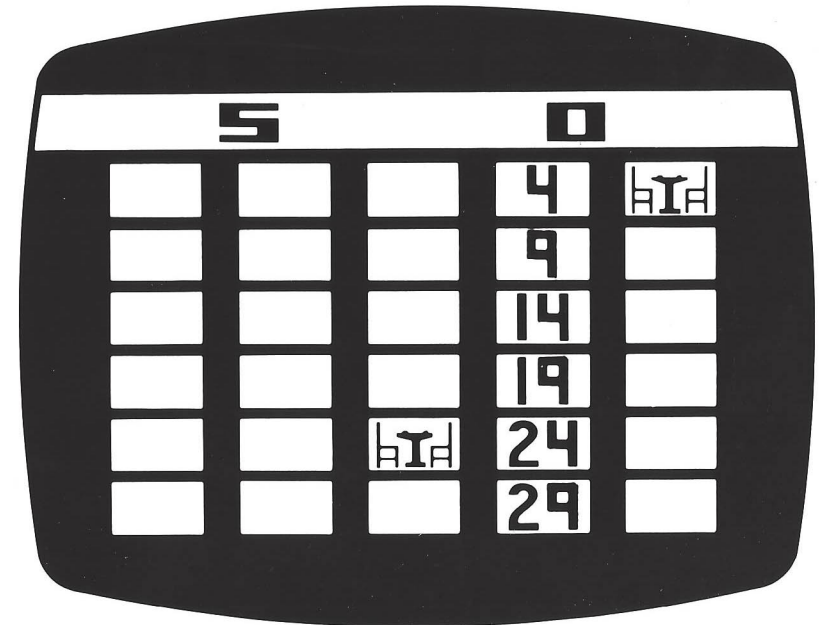
CANYON BOMBER™ Game Program™



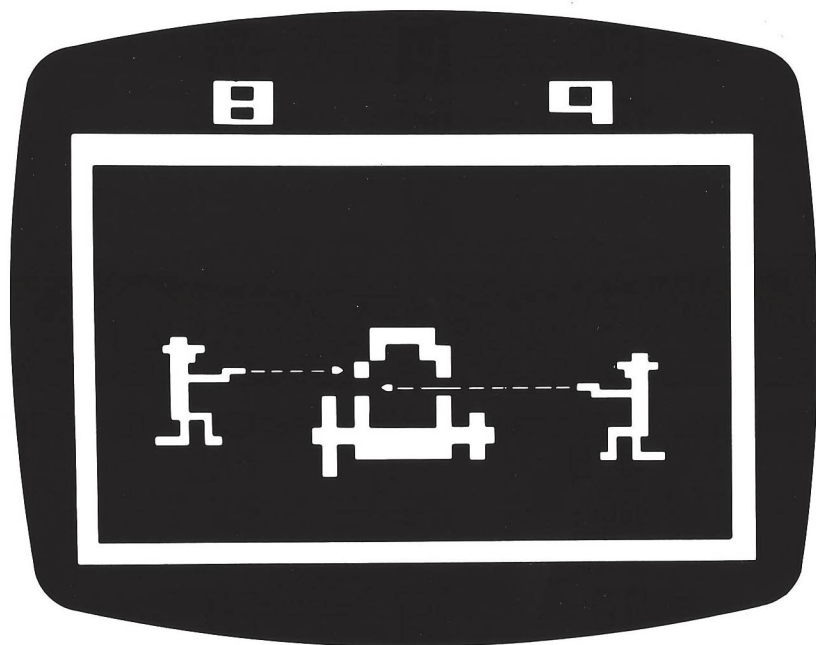
HOME RUN™ Game Program™



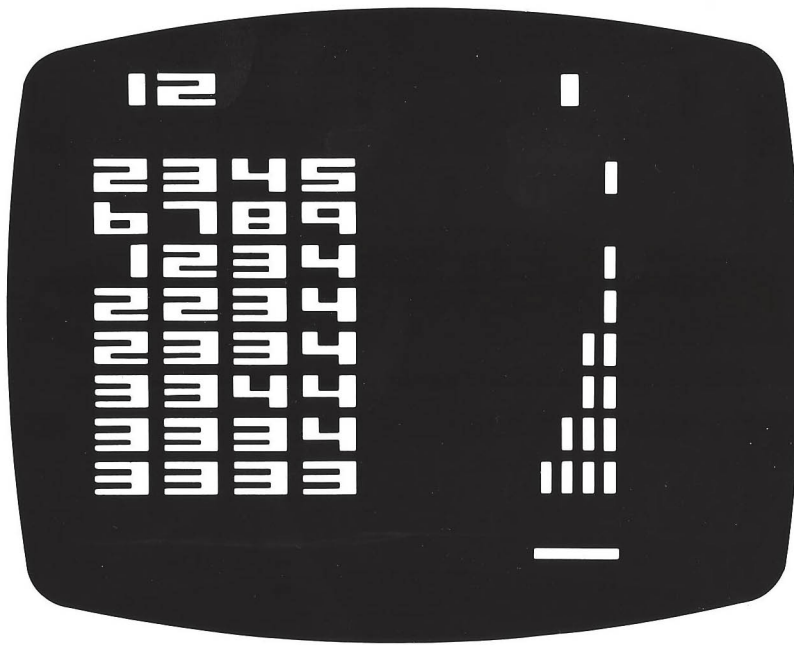
SPACE WAR Game Program™



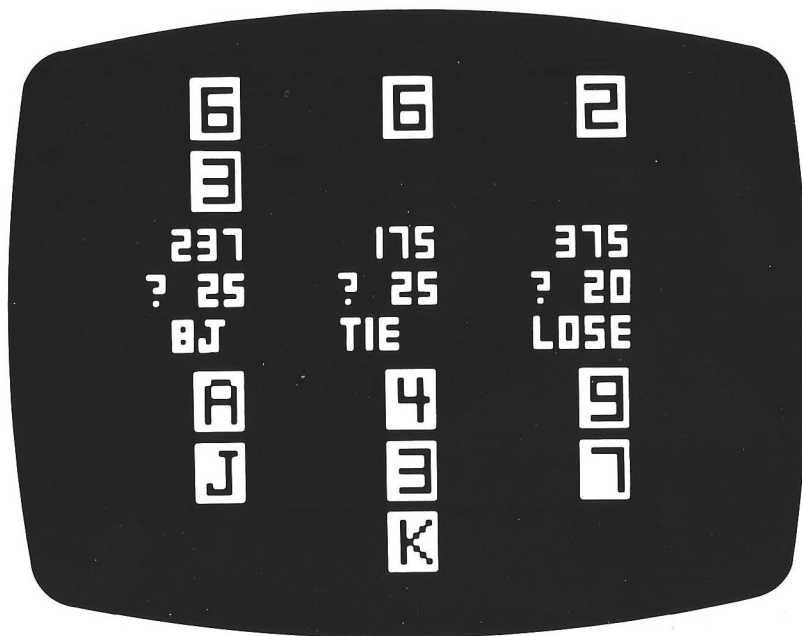
A Game of CONCENTRATION Game Program™



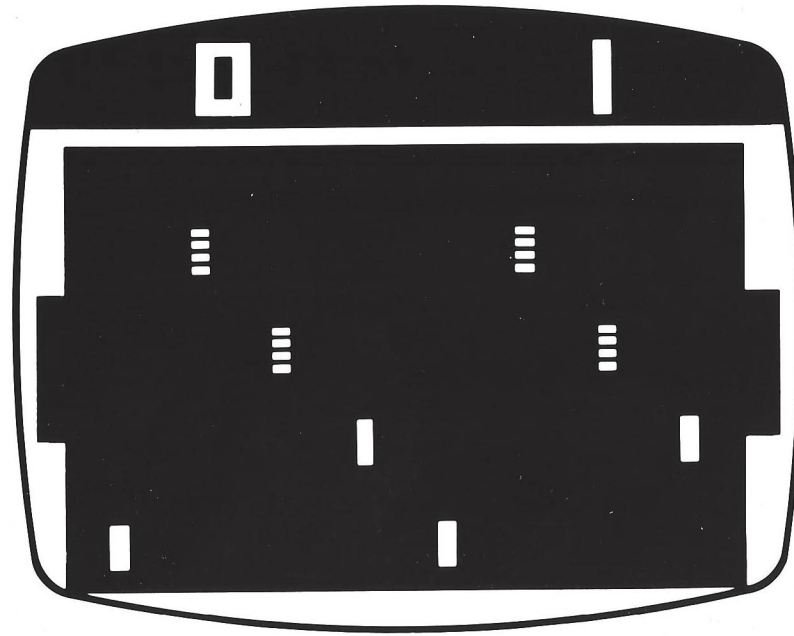
OUTLAW® Game Program™



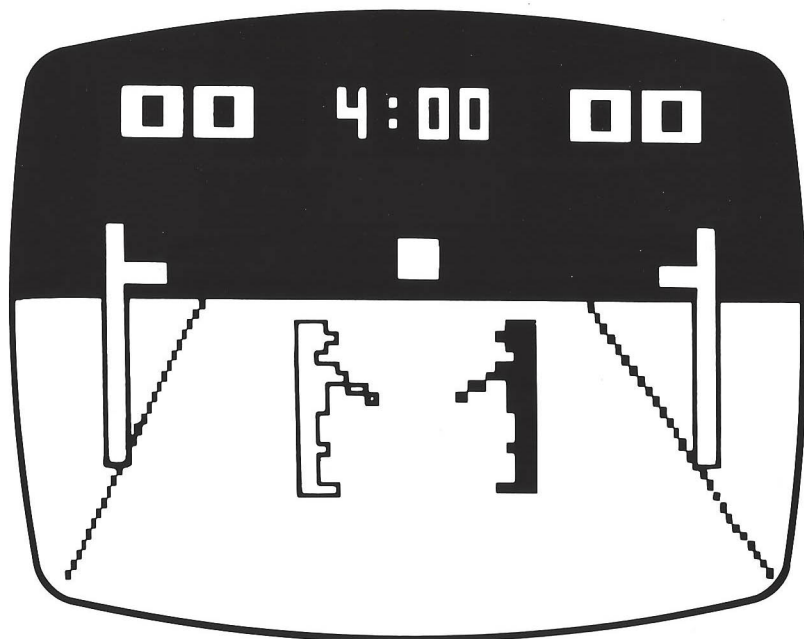
CODEBREAKER™ Game Program™



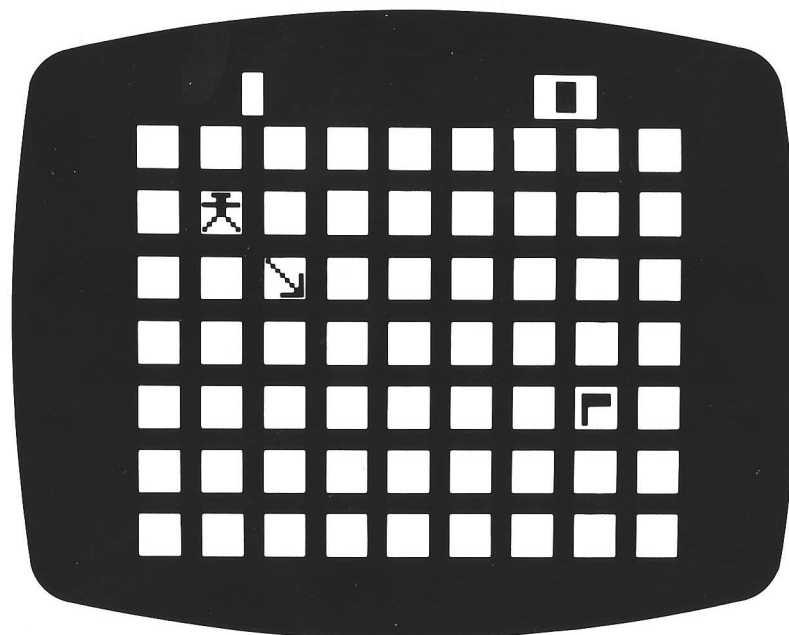
BLACK JACK Game Program™



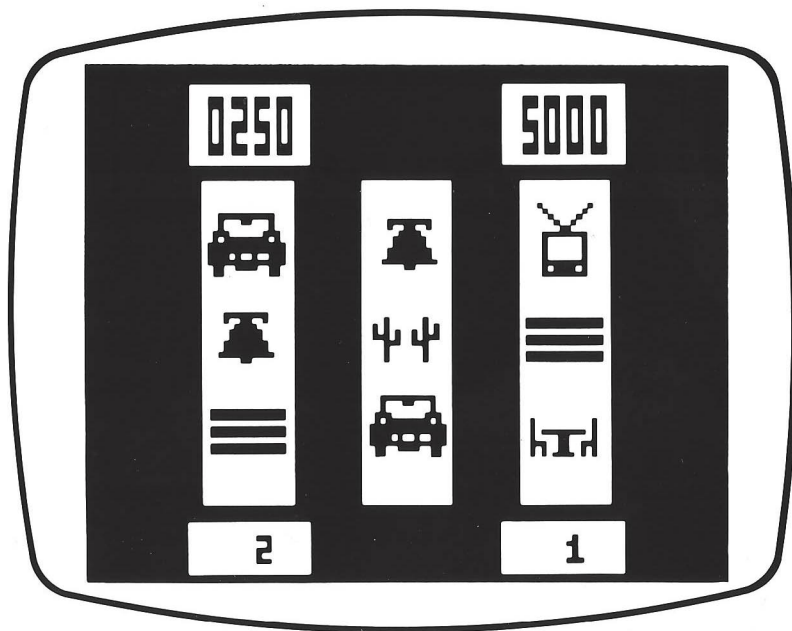
VIDEO OLYMPICS™ Game Program™



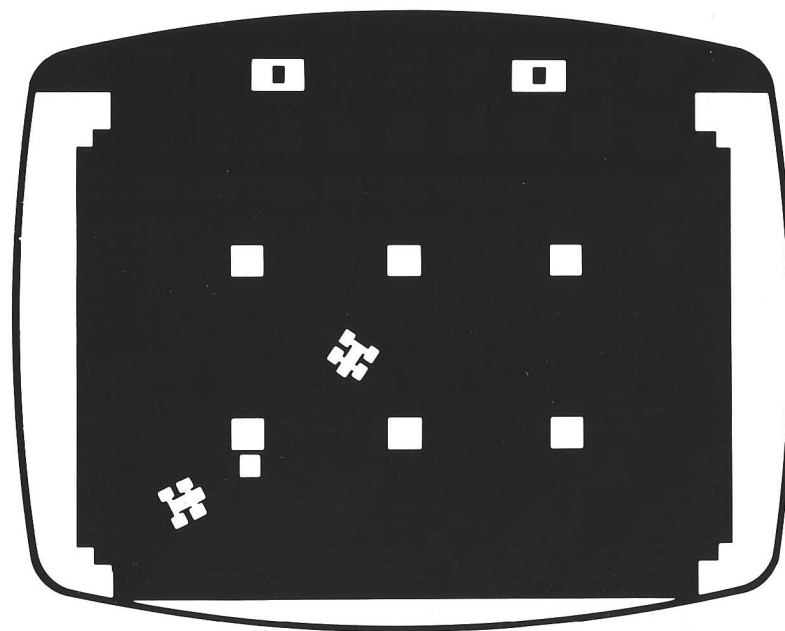
BASKETBALL Game Program™



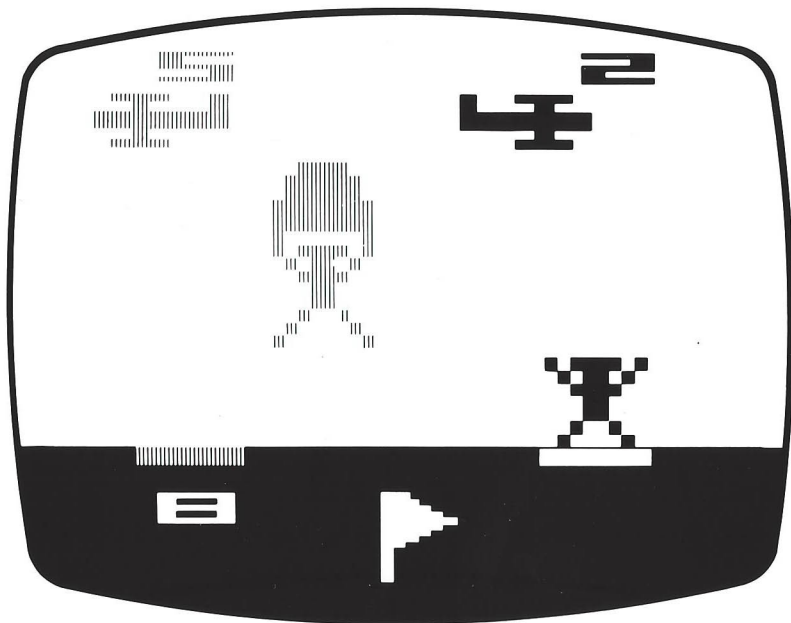
FLAG CAPTURE™ Game Program™



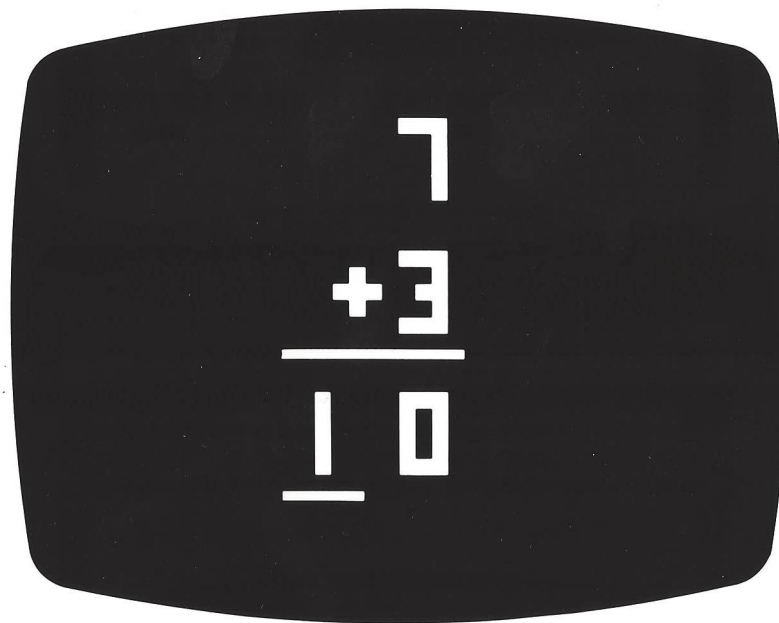
SLOT MACHINE™ Game Program™



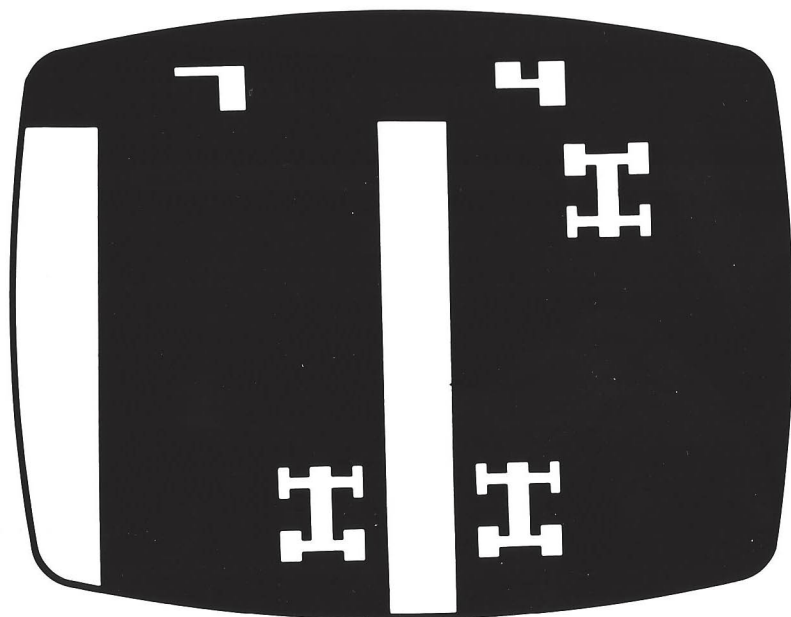
INDY 500 Game Program™



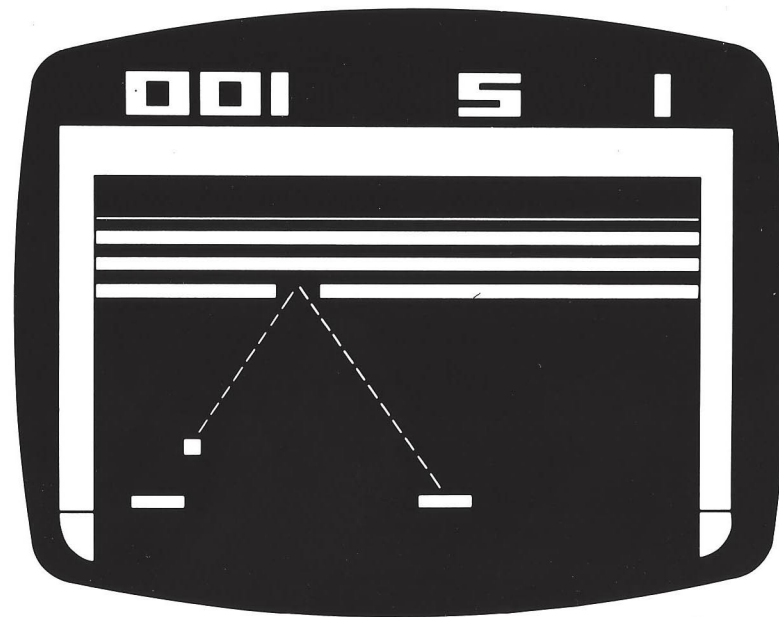
SKY DIVER™ Game Program™



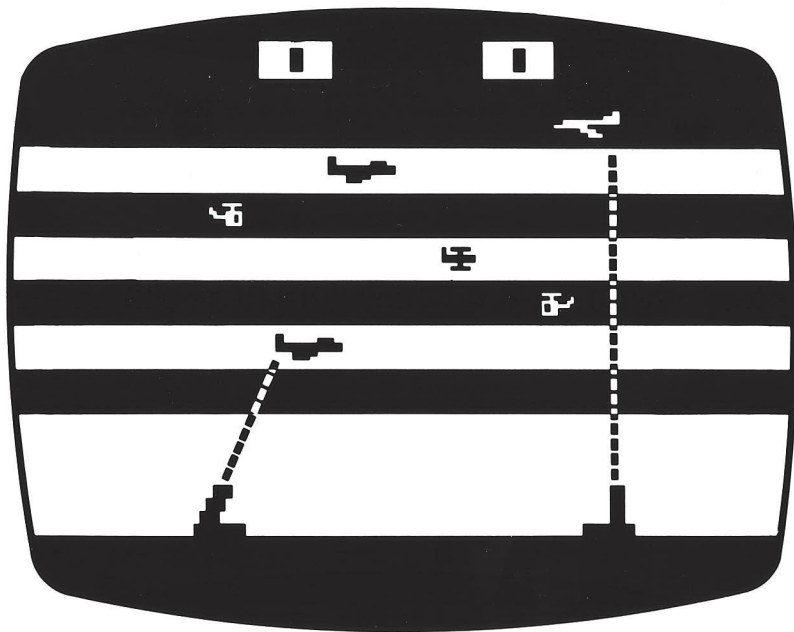
FUN WITH NUMBERS™ Game Program™



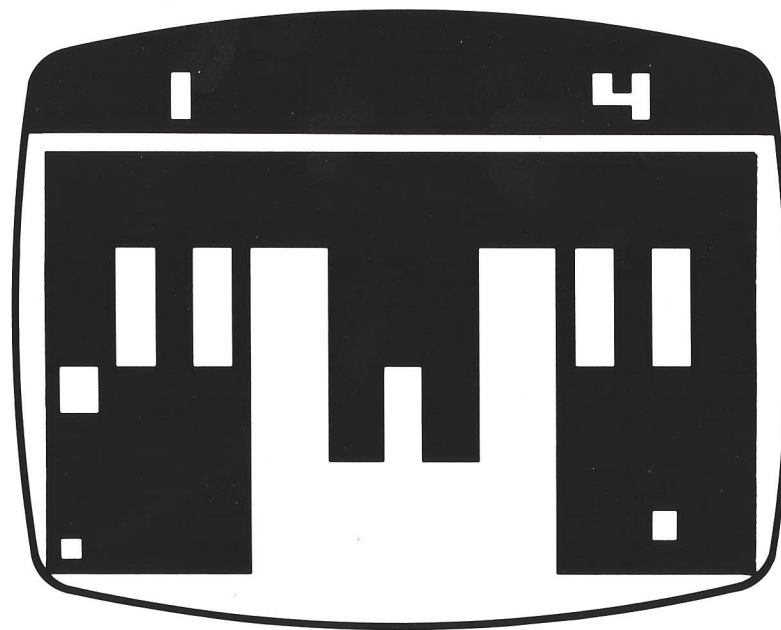
STREET RACER™ Game Program™



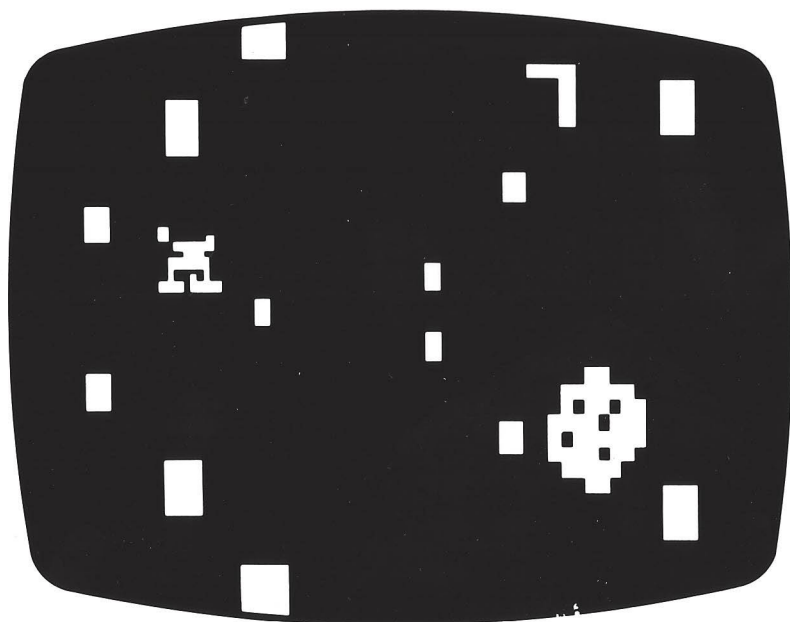
BREAKOUT™ Game Program™



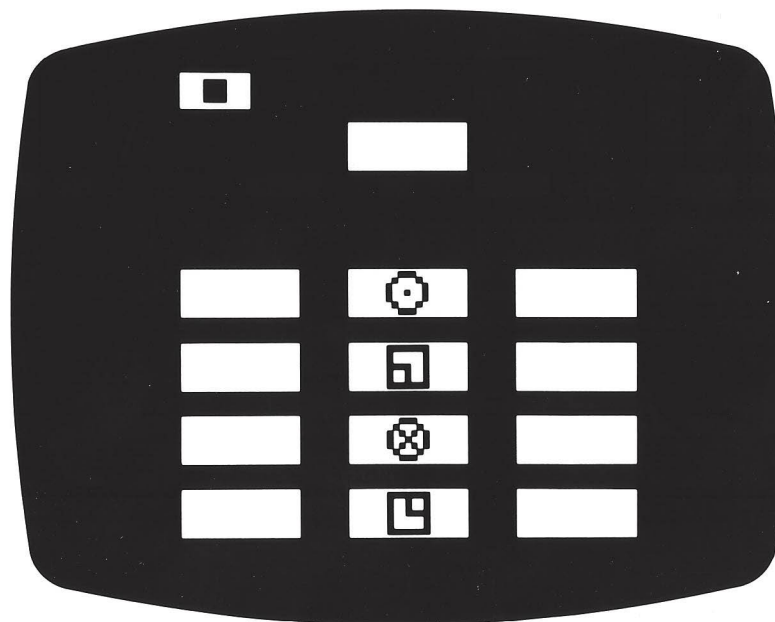
AIR SEA BATTLE™ Game Program™



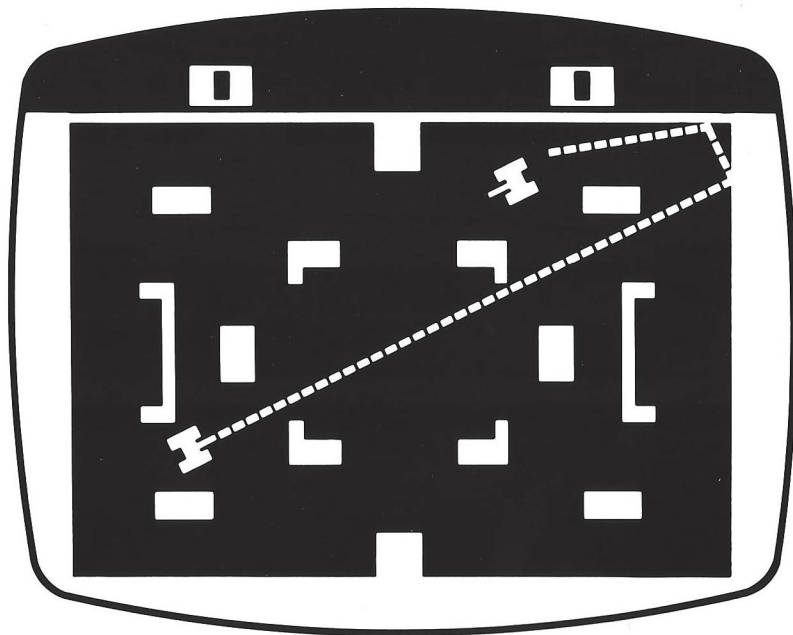
MINIATURE GOLF Game Program™



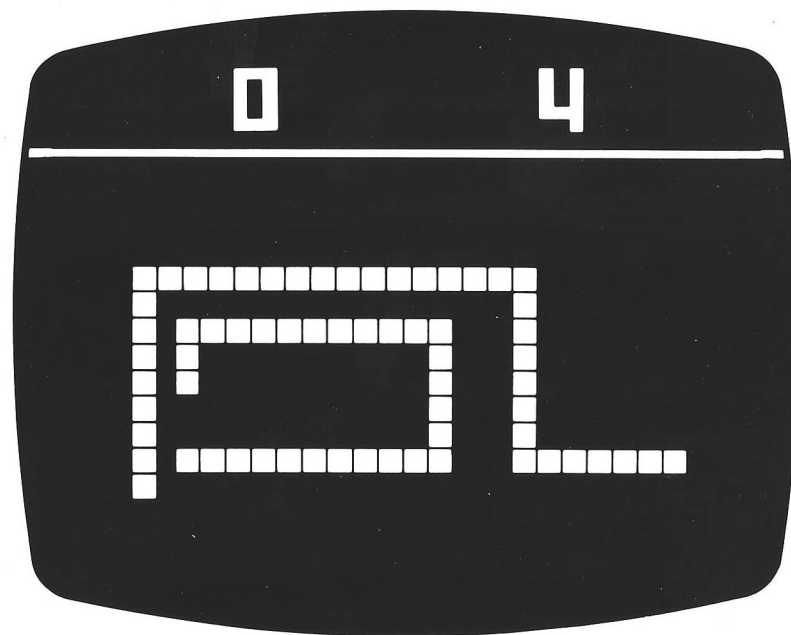
STARSHIP™ Game Program™



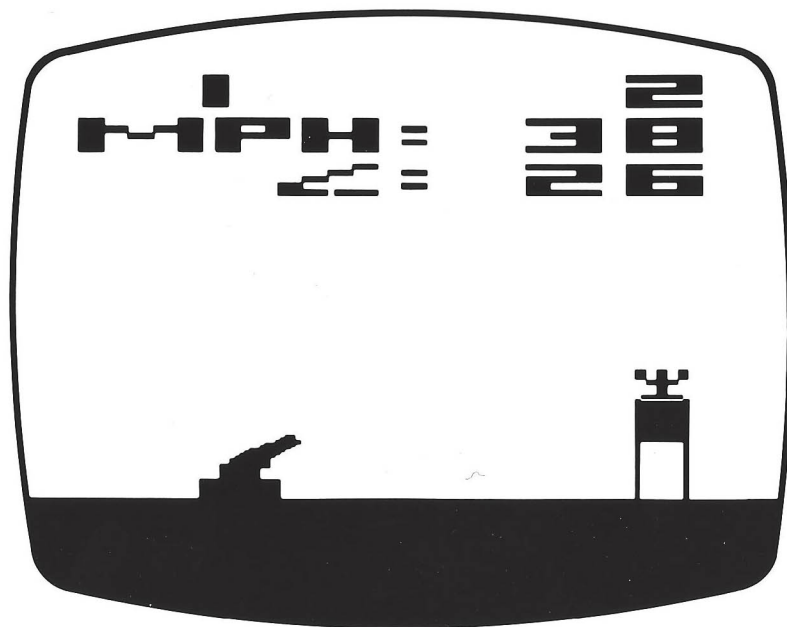
BRAIN GAMES Game Program™



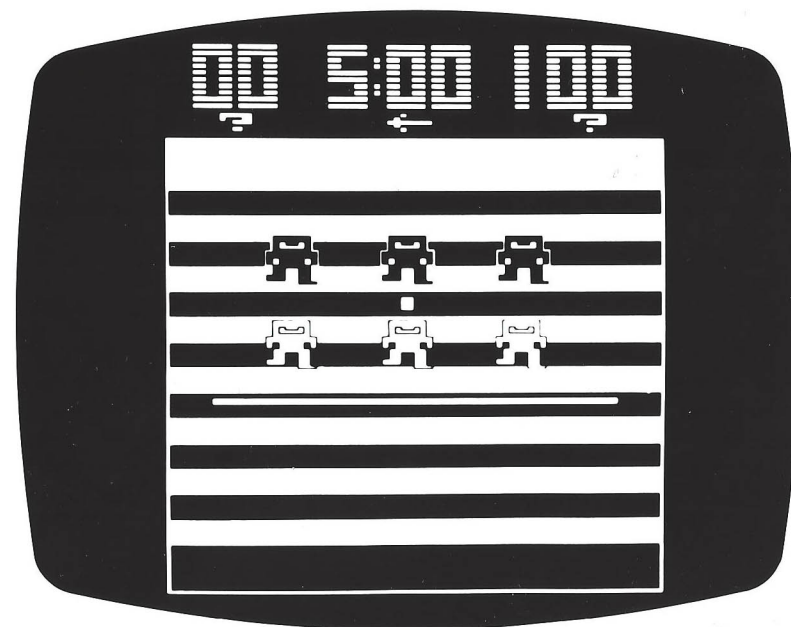
COMBAT Game Program™



SURROUND™ Game Program™



HUMAN CANNONBALL Game Program™



FOOTBALL Game Program™



VIDEO COMPUTER SYSTEM™ BY ATARI®

