

Additional Promotional Materials from Atari® Customer Service

Coin Video Games Division

Put Your Promotions in High Gear. Now is the time to take advantage of all the great promotional materials available from Atari. The items shown here can really enhance your game sales efforts. And as with Atari coin video games, the merchandise is of the finest materials and workmanship.

Why not make these promotional items available at your distributorships or game locations? Players will love them, and you will, too. Use these attractive clothes, and a little bit of imagination, and you'll see how Atari can boost your profits in more ways than one!



For more information contact:

Atari Customer Service
1105 North Fair Oaks Avenue
Sunnyvale, California 94086
Call toll-free (800) 538-1530

I Love Atari Jersey. Created specially for female players, this attractive jersey is available in women's sizes S, M, L and XL. All of these high-quality clothing items are made of durable, machine-washable, shrink-resistant materials.

V-Neck Sweater. This sweater, with an embroidered logo, would be a stylish addition to anyone's wardrobe. Soft and warm, you'll swear it's lambswool, but it's machine washable orlon acrylic. So you get the best of both worlds!



Sweatshirt. Warm and comfortable, this hooded, front pocket sweatshirt is great for wearing to all kinds of outdoor events, from boating to bicycling. Available in light blue or royal blue with white accents on sleeves and shoulders.

Shimmel. This half T-shirt, or shimel, is a popular item. Super comfortable for exercise, it provides the wearer completely unrestricted movement. The Atari shimel is made from a poly/cotton blend and is a must for any real video athlete.

Kangaroo™ T-Shirt. This popular and colorful Atari game T-shirt is now available in children's sizes medium and large. What child wouldn't want to wear a shirt with the illustration of his favorite game? Also in adult sizes S, M, L and XL.

The Atari Polo Shirt. The Atari polo shirt, in lavender or yellow, looks great on men or women and it's 100% cotton comfortable. With an embroidered Atari logo, it's available in extra-small as well as S, M, L and XL.



Promotional Materials From Atari Customer Service

Put Extra Punch in Your Promotions with Atari Merchandising Aids

Successful promotion is the key to successful game sales. The special Atari items shown here have been designed to help you sell Atari games. They are easy to get and easy to use. And they will help to extend the awareness of Atari games well beyond your location, to players and the general public alike.

These varied promotional materials have many different applications—only your imagination is the limit! They can be used as prizes for high score contests, competition incentives, or rewards for other special events in your location. You can even give them



Game T-Shirts. A special t-shirt is designed for every game that Atari releases. Each t-shirt is brightly-colored with a heat transfer decal depicting the game graphics on the front. Ideal for high score contest winners and other giveaways.

Sweatshirt. Warm and comfortable, this hooded, front pocket sweatshirt is great for wearing to all kinds of outdoor events, from boating to bicycling. Available in white with light blue or royal blue accents on sleeves and shoulders.

Sweatsuit. An ideal ensemble for all kinds of sporting activities. The sweatshirt is a pullover in navy blue and grey. The matching pants have a drawstring waist and elastic cuffs to fit anyone who's ready for action in comfort and style.

Warmup Jacket. In navy and grey, this front zip jacket matches the sweatsuit shown. For exercise or relaxation with a touch of elegance, this jacket is perfect. Also shown is our vibrantly colorful Centipede™ t-shirt.

away via special drawings as a gesture of community goodwill.

By using these promotional items to draw attention to Atari games, you can boost your profits and create positive publicity. And at the same time, you will be associating yourself with a real winner, Atari, the leader in the coin video game industry.

Made of fine quality materials, designed for durability as well as good looks, these advertising products have been created by Atari to help you boost your personal sales efforts. Take advantage of this terrific opportunity and order today!



Football Jersey. This super sports jersey is perfect for outfitting a whole team or for one person. It comes in a combination of red and white or navy and white, with the standard 3/4 length sleeves and V-neck.

Baseball Cap. The Atari baseball cap is just the thing to keep the summer sun out of your eyes.

Windbreaker. This 100% nylon windbreaker, available in navy blue, will keep out the damp as well as the wind.

Rainbow Shirt. All of these clothing items, including this distinctive and colorful shirt, are made of durable, machine-washable, shrink-resistant cotton/polyester blends. Small, medium, large and extra-large sizes are available.

These unique and exciting promotional items are also available: the Atari "paper cube" note pad, the "I Love Video Games" bumper sticker, an Atari glass ashtray, a solid brass Atari belt buckle, and an Atari ballpoint pen.

Order Form

Item	Total Quantity	Price Each	Total Price
Pullover Sweatshirt Qty: S _____ M _____ L _____ XL _____		13.11	
Sweatpants Qty: S _____ M _____ L _____ XL _____		12.63	
Warmup Jacket Qty: S _____ M _____ L _____ XL _____		16.73	
Football Jersey <input type="checkbox"/> Red/White <input type="checkbox"/> Navy/White Qty: S _____ M _____ L _____ XL _____		9.55	
Hooded Pullover Sweatshirt <input type="checkbox"/> Royal Blue/White <input type="checkbox"/> Light Blue/White Qty: S _____ M _____ L _____ XL _____		18.62	
Game T-Shirts Specify Game _____ Qty: S _____ M _____ L _____ XL _____		6.50	
Windbreaker Qty: S _____ M _____ L _____ XL _____		15.55	
Rainbow Shirt <input type="checkbox"/> Navy/Beige <input type="checkbox"/> Vanilla/Navy Qty: S _____ M _____ L _____ XL _____		14.50	
Baseball Cap (Adjustable headband—one size fits all) Qty: Red _____ Blue _____ Black _____		4.95	
Brass Belt Buckle		6.72	
"Paper Cube" Note Pad		5.77	
Ashtray		1.75	
Ballpoint Pen		2.00	
"I Love Video Games" Bumper Stickers		7.20/dozen	
COD Freight or Add 10% Shipping and Handling			
Residents of NY, NJ, IL, MA, GA, TX, and CA Add Appropriate Sales Tax			
TOTAL			

We cannot deliver to P.O. Boxes. Please use street address. Allow two weeks for delivery.

Name _____ City _____

Company Name _____ State _____ Zip _____

Address _____ Phone _____



Please send check or money order
(no cash) to:

Atari Customer Service
 1105 North Fair Oaks Avenue
 Sunnyvale, California 94086

A Warner Communications Company

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Coin Video Games Division

ORDER FORM



ITEM	TOTAL QUANTITY	SUGGESTED RETAIL PRICE	OPERATORS PRICE	TOTAL PRICE
HOODED PULLOVER SWEATSHIRT LIGHT BLUE/WHITE QTY. S ___ M ___ L ___ XL ___ ROYAL BLUE/WHITE QTY. S ___ M ___ L ___ XL ___		24.21	18.62	
SWEATPANTS QTY. S ___ M ___ L ___ XL ___		18.42	12.63	
WARMUP JACKET WITH ZIPPER QTY. S ___ M ___ L ___ XL ___		21.75	16.73	
PULLOVER SWEATSHIRT QTY. S ___ M ___ L ___ XL ___		17.04	13.11	
FOOTBALL JERSEY RED QTY. S ___ M ___ L ___ XL ___ BLUE/WHITE QTY. S ___ M ___ L ___ XL ___		12.42	9.55	
WINDBREAKER QTY. S ___ M ___ L ___ XL ___		20.22	15.55	
RAINBOW SHIRT NAVY QTY. S ___ M ___ L ___ XL ___ VANILLA QTY. S ___ M ___ L ___ XL ___		18.85	14.50	
BASEBALL CAP (ADJUSTABLE HEADBAND - ONE SIZE FITS ALL) QTY. RED ___ BLUE ___ BLACK ___		6.44	4.95	
I ♥ ATARI JERSEY QTY. S ___ M ___ L ___ XL ___		9.27	7.13	
POLO SHIRTS XS ___ XS ___ LAVENDER QTY. S ___ M ___ L ___ XL ___ YELLOW QTY. S ___ M ___ L ___ XL ___		20.50	15.77	
V-NECK SWEATER CREAM QTY. S ___ M ___ L ___ XL ___ BURGUNDY QTY. S ___ M ___ L ___ XL ___		28.08	21.60	
SHIMMEL QTY. S ___ M ___ L ___ XL ___		4.87	3.74	
BRASS BELT BUCKLE		8.74	6.72	
"PAPER CUBE" NOTE PAD		7.50	5.77	
ASHTRAY		2.28	1.75	
BALLPOINT PEN		2.60	2.00	
"I LOVE VIDEO GAMES" BUMPER STICKER		.78	.60	
GAME T-SHIRTS (Contact Atari for Availability of kids sizes) SPECIFY GAME: GAME: _____ QTY. S ___ M ___ L ___ XL ___ GAME: _____ QTY. S ___ M ___ L ___ XL ___ GAME: _____ QTY. S ___ M ___ L ___ XL ___		8.45	6.50	
SUB TOTAL				
RESIDENTS OF NY, NJ, IL, MA, GA, TX, AND CA ADD APPROPRIATE SALES TAX AT (PLEASE ENTER) %				
COD FREIGHT OR ADD 10% SHIPPING AND HANDLING				
TOTAL				
WE CANNOT DELIVER TO P.O. BOXES. PLEASE USE STREET ADDRESS. ALLOW TWO WEEKS FOR DELIVERY.				
NAME	CITY			
COMPANY NAME	STATE		ZIP	
ADDRESS	PHONE ()			

Please send check or money order (NO CASH) to:

ATARI CUSTOMER SERVICE
 COIN VIDEO GAMES DIVISION
 1105 NORTH FAIR OAKS AVENUE
 SUNNYVALE, CALIFORNIA 94086
 OR
 CALL TOLL-FREE (800) 538-1530

