

NEW

VIDEO GAMES

For Atari® 2600™

from **mythicon**™
INC

MA 1001

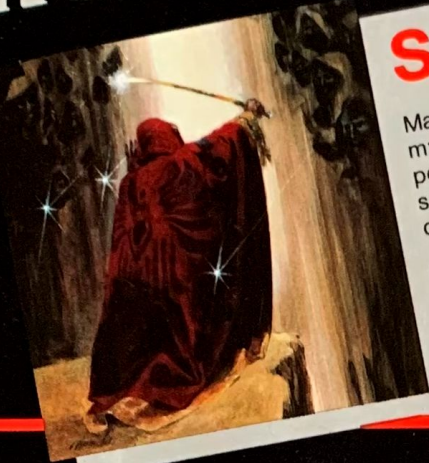
SORCERER™

Many centuries ago, the Earth was ruled by Sorcerers and Wizards. They possessed mystical powers capable of both good and evil. The evil Wizards decided to use their power to conquer the countryside and enslave its people. They devised a plan to systematically eliminate the good Sorcerers by sending wave after wave of diabolical creatures to ravage the world.

As the bravest of the good Sorcerers you have been asked to destroy these forces and save the planet.

SORCERER is a multi-screen game for one or two players using joystick or trackball controllers. As the skill level of the player increases, more screens open up to reveal increasingly difficult enemies.

\$9.95 Sugg. Retail Price



MA 1002

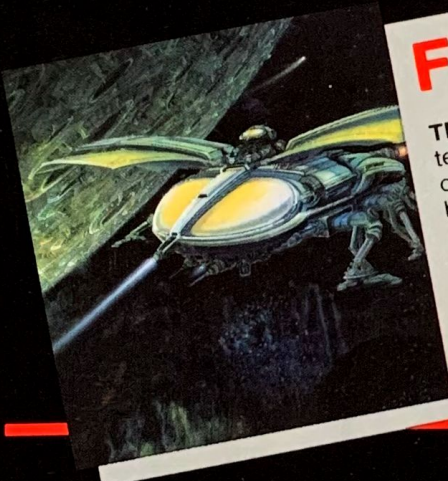
FIRE FLY™

TEST PILOT LOG MARCH 17, 2093: On what started to be the routine high speed test of interplanetary craft Delta 12, a powerplant malfunction caused the craft to skip off the rim of a small, black hole. I was transported to a place inhabited by giant bug-like machines.

Because of my human reasoning and ability as an experienced test pilot the good bugs have asked me to rid the planet of evil creature-machines sent to destroy the cities. I have been put in charge of the best fighter-bug; the FIRE FLY.

FIRE FLY is a multi-screen game for one or two players using joystick or trackball controllers. It has three levels of difficulty to provide hours of entertainment for any skill level of player.

\$9.95 Sugg. Retail Price



MA 1003

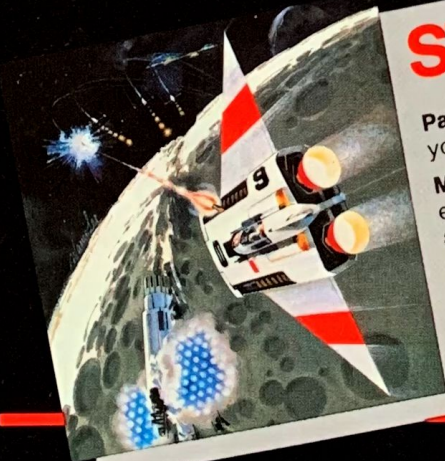
STAR FOX™

Patrol Communique 4024/8: Friendly robot freighter downed on planetoid Beta-7 in your quadrant with valuable cargo of trimetalisium energy crystals.

Mission: Recover as many crystals as possible. Destroy all enemy fighter drones you encounter. Intelligence reports that enemy is combat testing new models of these drones and will periodically replace them during melee. Each replacement drone is faster and more maneuverable than the previous drone.

STAR FOX is for one or two players using joysticks or trackball controllers. As a player's score increases, the enemies become more and more difficult. Even the most skilled players will be challenged while providing great entertainment for the beginning game player as well.

\$9.95 Sugg. Retail Price



MYTHICON INC.

P.O. Box 1347

Cupertino, CA 95015

(408) 446-2020

Atari is a registered trademark of Atari, Inc., 2600 is a trademark of Atari, Inc.



COOPERATIVE ADVERTISING PROGRAM 1983

ALLOWANCE

- 5% accrual of net purchases
- 100% for qualified media

EFFECTIVE DATES

- **Buy-In:** January 1, through December 31, 1983.
- **Performance Period:** January 1, through January 31, 1984.
- **Claim deadline:** Each claim is due within 60 days from the date of ad or, in the case of catalogs, 60 days from first date of distribution. All claims due by March 31, 1984.

Mythicon will pay up to 100% of the costs of the following media:

Media: Daily, Sunday, and other general-interest, paid-circulation newspapers whose rates and circulation can be verified through independent audit.

Proof of performance and claim requirements: **1)** Complete newspaper tear sheet of the full page containing the qualifying Mythicon advertisement, and **2)** Invoice indicating the media used, the date of the advertisement, the size, and the actual net cost.

Note: For identical advertisements run in several newspapers, representative tear sheets may be submitted with certified listings of newspapers in which the advertisements appeared along with date, size, and net cost of each ad insertion.

Media: Newspaper inserts or mailers (supplements, tabloids, circulars).

Proof of performance claim requirements: **1)** Copy of complete insert or mailer containing qualifying Mythicon advertisement(s), and **2)** Proof of printing costs, and **3)** U.S. Postal mailing receipts or mailing service receipts or other proof of distribution.

Note: Reimbursements will be based on total costs and square inches devoted to Mythicon products. Preprinted newspaper insert claims should be sent separately from regular newspaper cop claims.

Media: Radio and/or TV commercials broadcast between 6:00 a.m. and midnight.

Proof of performance and claim requirements: **1)** Copies of all radio and/or TV station invoices showing actual net cost of the Mythicon advertising, and **2)** Radio/TV script of the commercial aired with ANA/RAB documentation or ANA/TVB documentation indicating the number of commercials run and the time they ran with original signature of the station manager or official.

Note: Only the portion of the advertisement devoted to Mythicon

products will be reimbursed.

Media: Consumer catalogs and catalog supplements.

Proof of performance and claim requirements: **1)** Copy of complete catalog or catalog supplement, and **2)** Proof of printing costs, and **3)** U.S. Postal mailing receipts or mailing service receipts or other proof of distribution.

Note: Reimbursements will be based on total costs and square inches devoted to Mythicon products. A graphic preparation allowance is available to customers preparing their own 4-color separations.

Media: Magazine advertisements in general-interest consumer magazines whose circulation is primarily paid and can be verified through independent audit.

Proof of performance and claim requirements: **1)** Complete magazine containing the advertisement, and **2)** Publisher's invoice showing the media used, the date of the ad, and the size and cost.

Note: The magazine(s) used for Mythicon advertising must primarily cover the geographic area served by the advertising retailer.

Media: Coupon(s) or Coupon Books

Proof of performance and claim requirements: **1)** Complete coupon(s)/coupon book, and **2)** Proof of printing costs, and **3)** U.S. Postal mailing receipts or mailing service receipts or other proof of distribution.

Note: Coupons or coupon books must be distributed through an established mailing list.

NO OTHER MEDIA WILL QUALIFY FOR REIMBURSEMENT. DEALERS OR DISTRIBUTORS SHOULD CONTACT MYTHICON TO AVOID MISUNDERSTANDINGS IF UNSURE ABOUT A PARTICULAR MEDIA QUALIFICATION.

PROGRAM SUMMARY

- 1.** All purchase orders are subject to acceptance by Mythicon Corporate Headquarters.
 - 2.** Terms: 2% 10 days; Net 30-days to accredited accounts.
 - 3.** All merchandise sold within the continental United States will transfer title at shipping dock Cupertino and will be sent freight collect. Merchandise sold to foreign or offshore billing addresses will transfer title at point of shipment.
 - 4.** Mythicon will authorize the return of goods only when the shipment of those goods is proven to be made in error or when product is defective. All requests for returned material authorization (RMA) must be submitted in writing to Mythicon. Returns that are authorized, and accompanied by an approved RMA form, can be shipped freight collect with title to transfer at destination. Refer to the Mythicon Return Policy guide for details.
 - 5.** Mythicon will accept up to 30 days over-the-counter exchanges on defective merchandise. The return must be authorized and all units that have left the retail outlet must be marked "USED". Retailers must return defective product to their distributor for return to Mythicon. New replacements will be sent freight prepaid or credit will be issued at the lowest price over the previous 90 days at the option of Mythicon.
 - 6.** Mythicon cartridges have a limited one-year warranty to the consumer.
 - 7.** For specific details of the Mythicon Co-op Advertising program, refer to the Mythicon Co-op Advertising Program guide.
 - 8.** No further discounts, allowances or anticipation will be allowed other than described on this official price list.
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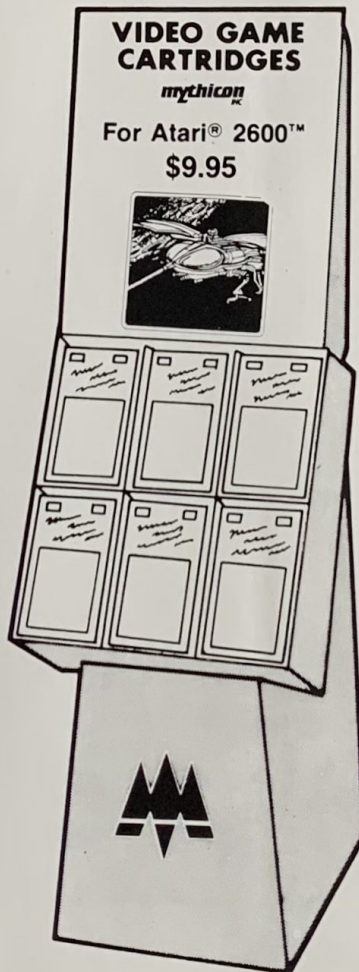
GAME CARTRIDGES

Model	Game Title	Sugg. Retail Price
MA 1001	Sorcerer	\$9.95
MA 1002	Fire Fly	9.95
MA 1003	Star Fox	9.95

MERCHANDISE DISPLAY ASSORTMENTS

Quantity	Model/Title	Sugg. Retail Price Total
Pre-pack Model MDA 1		
6	MA 1001 Sorcerer	
6	MA 1002 Fire Fly	
6	MA 1003 Star Fox	
1	CDT-1 Counter Top Display	

\$179.10



ACCRUAL

For purchases by retailers directly from Mythicon or for purchases by retailers through distributors with whom they have entered into a cooperative arrangement, the advertising account will accrue co-op funds equal to 5% of the actual net cost of the products shipped to the retailer directly or to the distributor during the buy-in period.

The actual net cost of Mythicon merchandise is the gross selling price to the *direct purchaser from Mythicon*, less any discounts, rebates, allowances, transportation, installation, handling charges, taxes, cancellations, returns service charges, payment terms, interest, and finance charges.

The buy-in period runs January 1, through December 31, 1983

100% REIMBURSEMENT

Mythicon will reimburse 100% of the actual net cost incurred in advertising Mythicon products during the advertising period up to, but not to exceed, the balance available in the retailer's Mythicon advertising account.

ADVERTISING PERIOD

Accrued allowances may be used to advertise Mythicon products during the period January 1, through January 31, 1984.

QUALIFIED PRODUCTS

Accrued allowances can be used to advertise all Mythicon brand products.

ADVERTISING MATERIALS

Mythicon has many advertising materials available to retailers and distributors free of charge. Currently available are ad slicks, product illustrations, and complete small-space ads for newspaper advertising. They are available from the Mythicon Co-op Advertising Department.

ADVERTISING REQUIREMENTS

1. An illustration of the Mythicon product must be shown in the advertisement and the product identified by its correct name on the product's package. Sub-listings of other Mythicon products will be acceptable if adjacent to a prominent illustration of a similar Mythicon product.
2. Listing or referral ads placed adjacent to Mythicon-sponsored ads may qualify for reimbursement. Contact Mythicon's Co-op Advertising Department for adjacency ad guidelines.
3. All advertisements must carry a selling message in order to qualify for any reimbursement.
4. Accrued allowances are available **ONLY** for advertising costs and *no reimbursement will be made for claimed agency fees, talent or production costs.*
5. Advertisements which in Mythicon's opinion are deceptive, in bad taste, or are false, or fail to identify Mythicon products prop-

erly, or misuse any Mythicon tradename, or trademark in any fashion, or which are likely to become a source of consumer confusion will not qualify, and no reimbursement with respect to such advertisements will be made. Contact Mythicon's Co-op Advertising Department for assistance.

6. Advertising cost reimbursements will be based on the time or illustrated space devoted to the sale of Mythicon products.
7. Mythicon reserves the right to conduct audits at any time for the purpose of verifying claims.

SUBMISSION OF CLAIMS

All advertising submitted in accordance with this program must be received along with the appropriate proof-of-performance within 60 days of the ad date or, in the case of catalogs, 60 days after the first date of distribution. Reimbursement will be paid by check from Mythicon within 30 days after submission of the appropriate invoices and proof-of-performance. *Under no circumstances are advertising claims to be deducted from any payment to Mythicon.*

ALL CLAIMS MUST BE SUBMITTED ALONG WITH THE APPROPRIATE PROOF OF PERFORMANCE NO LATER THAN MARCH 31, 1984. CLAIMS SUBMITTED AFTER MARCH 31, 1984, WILL BECOME VOID AND NONREDEEMABLE.

All claims should be submitted to:

Mythicon Inc.
Co-op Advertising Department
P.O. Box 1347
Cupertino, California 95015
(408) 446-2020

DO NOT DEDUCT ADVERTISING CLAIMS FROM ANY PAYMENT TO MYTHICON

MERCHANDISING ASSISTANCE

From time-to-time, Mythicon will offer in-store merchandising aids. These aids, with the exception of the counter-top display unit, will be available as a charge against accrued co-op allowances. Contact Mythicon's Advertising Department for a current list of available merchandising tools.

DISCLAIMERS AND LIMITATIONS

1. Mythicon does not review prior to publication and therefore is not responsible for the contents of any advertising for Mythicon under this agreement.
2. Mythicon's only obligations to any consumer of Mythicon products, no matter from whom or at what price the consumer purchased those products, are those obligations set forth in the Mythicon Limited One-Year Warranty. No distributor, wholesaler, agent, representative, or retailer of Mythicon products is authorized to alter, amend, add to, subtract from, expand, or in any way change the terms of these obligations and any representation to such effect by any of said persons is not binding on Mythicon.
3. Mythicon reserves the right to terminate or amend any part of this program at any time. Such termination amendment, or the expiration of this program, will not affect the status of any advertising expenditures made prior to such termination, amendment, or expiration.

artificial intelligence technology; and all three games offer varying levels of playing difficulty for novice through expert gamers.

Mythicon Inc. is believed to be the first video game company to offer high quality games with traditional distributor and dealer margins at this price level, according to Dave Dimmick, Mythicon vice president of marketing.

Founded a year ago, Mythicon Inc. is a consumer-oriented computer software company. Its initial products are the 4K video game family. Three 8K games, sequels to the 4K games, that feature greatly expanded graphics will be ready for shipment in the third quarter. The company also expects to enter other areas of the consumer software market.

Further information about the company's video game line may be obtained by contacting Mythicon Inc., 10050 North Wolfe Road SW1-281, Cupertino, Ca 95014, (408) 446-2020.

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DEALER PRICE LIST
Video Game Cartridges for Atari VCS
Effective May 1, 1983

GAME CARTRIDGES

Model	Game Title	Dealer* Cost	Sugg. Retail Price
MA 1001	Sorcerer	\$6.23	\$9.95
MA 1002	Fire Fly	6.23	9.95
MA 1003	Star Fox	6.23	9.95

MERCHANDISE DISPLAY ASSORTMENTS

Quantity	Model/Title	Dealer Cost Total	Sugg. Retail Price Total
Pre-pack Model MDA 1			
6	MA 1001 Sorcerer		
6	MA 1002 Fire Fly		
6	MA 1003 Star Fox		
1	CDT-1 Counter Top Display		
		<u>\$112.14</u>	<u>\$179.10</u>

*Cost based on 12 unit masterpacks. Minimum opening order \$3500.



DISTRIBUTOR PRICE LIST
Video Game Cartridges for Atari VCS
Effective May 1, 1983

GAME CARTRIDGES

Model	Game Title	Distributor Cost*	Sugg. Retail Price
MA 1001	Sorcerer	\$4.98	\$9.95
MA 1002	Fire Fly	4.98	9.95
MA 1003	Star Fox	4.98	9.95

MERCHANDISE DISPLAY ASSORTMENTS

Quantity	Model/Title	Distributor Cost Total	Sugg. Retail Price Total
Pre-pack Model MDA 1			
6	MA 1001 Sorcerer		
6	MA 1002 Fire Fly		
6	MA 1003 Star Fox		
1	CDT-1 Counter Top Display		
		<u>\$ 89.64</u>	<u>\$179.10</u>

*Cost based on 12 unit masterpacks. Minimum opening order \$3500.

PROGRAM SUMMARY

- 1.** All purchase orders are subject to acceptance by Mythicon Corporate Headquarters.
 - 2.** Terms: Net 30-days to accredited accounts.
 - 3.** All merchandise sold within the continental United States will transfer title at shipping dock Cupertino and will be sent freight collect. Merchandise sold to foreign or offshore billing addresses will transfer title at point of shipment.
 - 4.** Mythicon will authorize the return of goods only when the shipment of those goods is proven to be made in error or when product is defective. All requests for returned material authorization (RMA) must be submitted in writing to Mythicon. Returns that are authorized, and accompanied by an approved RMA form, can be shipped freight collect with title to transfer at destination. Refer to the Mythicon Return Policy guide for details.
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 - 6.** Mythicon cartridges have a limited one-year warranty to the consumer.
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NEWS RELEASE

NEW VIDEO GAMES, BOOKSELLERS PRICE STRATEGY FROM MYTHICON INC.

In a break with traditional video game marketing strategy, Mythicon Inc. has introduced three state-of-the-art games at suggested retail prices of \$9.95 tailored for the booksellers market.

Mythicon will offer games to booksellers with traditional pricing structures and marketing programs similar to those expected of the paperback industry. As an aid to booksellers, Mythicon game packages have the same dimensions as a paperback book. This standard package is designed for book pockets or counter displays.

The initial games from the Cupertino, California-based company are Mythicon SorcererTM, Fire FlyTM and Star FoxTM. The games are designed for use with the Atari^R 2600TM system.

Fire FlyTM and Mythicon SorcererTM are multi-screen games with advanced graphics; Star FoxTM introduces Mythicon's



INCENTIVE PROGRAM

<u>SELL THRU %</u>	<u>ADDIT DISC POINTS</u>
Less Than 80%	None
80.0 to 81.9	1%
82.0 to 83.9	2%
84.0 to 85.9	3%
86.0 to 87.9	4%
88.0 to 89.9	5%
90.0 to 91.9	6%
92.0 to 93.0	7%
94.0 to 95.9	8%
96.0 to 97.9	9%
100%	10%

1. Plan effective January 1983 - Dec - 83
2. Plan offers opportunity to earn additional discount incentives to 10% on net sales and efficiency. (% sell thru)
3. To qualify - Distributor must have an active account with Mythicon and conform with Mythicon's credit policies.
4. Sell thru percent chart will be used to compute final payments and payment shall be made by credit memo on or before April 1, 1984.
5. Source documentation: Used in all computations shall be Mythicon Sales and Return Records.
6. No Prior deductions will be allowed.

Purpose of Incentive Plan

- A. Offers tremendous profit potential to all distributors
- B. Rewards for sales efficiency and responds to distributors needs, current and realistic market conditions and Mythicon requirements.



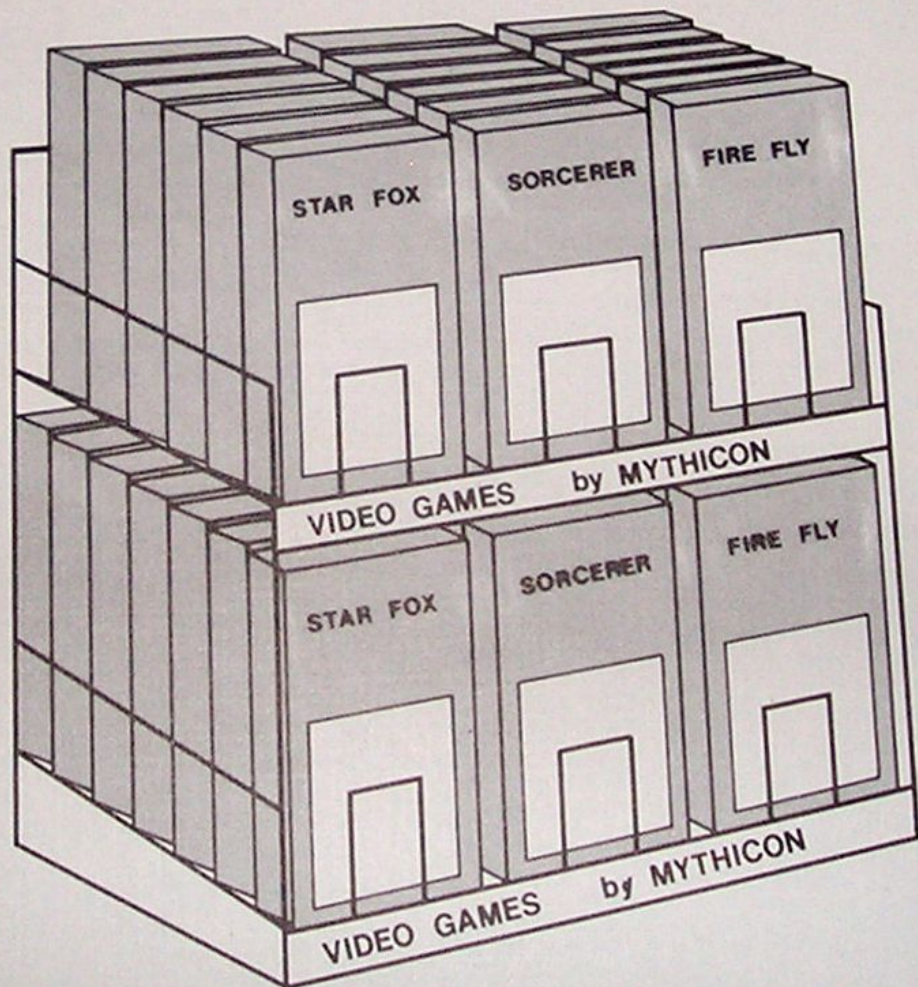
**MYTHICON™
VIDEO GAME CARTRIDGES
P.M. ALLOWANCE**

Effective UNTIL October 31, 1983.

For placing Mythicon Video Game Cartridge Pre-pack displays in retail stores, Mythicon will make available the following P.M. monies to wholesale salespeople.

Merchandise Display Assortment MDA-1\$ 5.00

Distributor salespeople must submit completed "P.M." cards to their employer who will submit them along with the Placement Allowance Agreement (on back of page) to Mythicon.



VIDEO GAME CARTRIDGE PLACEMENT ALLOWANCE AGREEMENT

between
MYTHICON™ INC.
P.O. Box 1347
Cupertino, California 95015
and

Distributor's Name _____

Address _____ City _____ State _____ Zip _____

A. Mythicon will make available to customer's salespeople "P.M." monies indicated below, on that portion of a distributor's order which is sold and placed by such salespeople to retailers between January 1, and October 31, 1983.

Product	Total Quantity Purchased	Quantity Sold	P.M.	P.M. Allowance Due
MDA-1	_____	_____	X \$ 5.00 =	_____

B. The allowance(s) earned under this Contract will be paid by check, ONLY upon receipt by Mythicon of the claim copy of this agreement AND the "P.M." cards from each salesperson.

C. Allowance(s) earned are not deductible from invoices to Mythicon.

This is to certify that I (we) have sold the merchandise indicated above as agreed upon and hereby request payment of earned allowances on the above sales to retailers.

Distributor's Signature

Date _____

Effective date: January 1, to October 31, 1983.
Promotion #101

