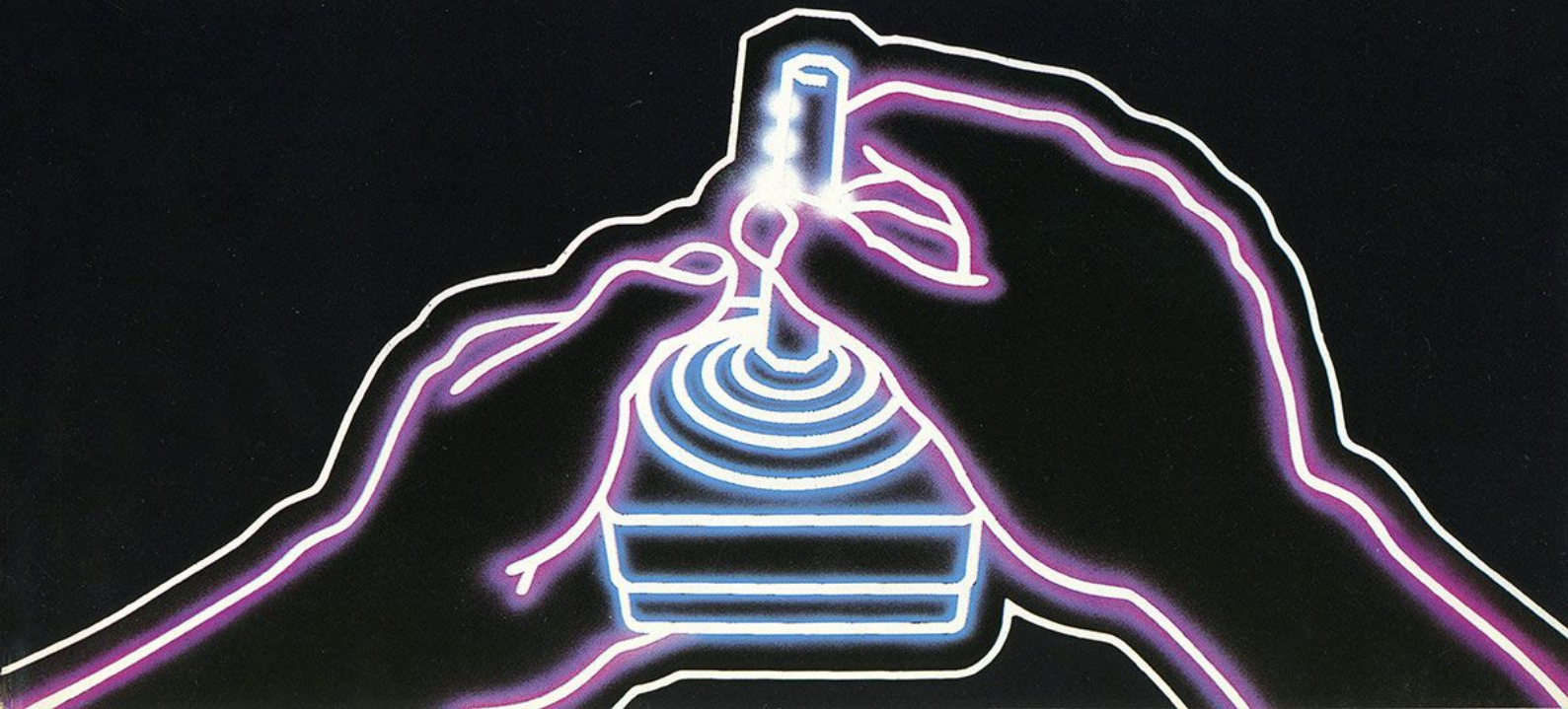




**YOU'RE SURE TO WIN
WITH THE PARKER EUROPEAN
VIDEO GAMES CHALLENGE...
THE BIGGEST VIDEO GAMES
DISPLAY ACTION EVENT YET!**





'HOT VIDEO' FROM PARKER

THE MARKET OPPORTUNITY

The following figures are based on trade information from Taylor Nelson Marketing Research:

Total U.K. Market Size	'81	'82	'83	'84*	'85*
	£m	£m	£m	£m	£m
Hardware and Software	75	110	187	255	300
Software	—	54	102	155	210

The percentage of Software from 1982 to 1985 will increase from 49% to 70%.*

*Estimated.

Take your share of the video explosion.

THE CHALLENGE

Your customers compete in a European Challenge to find Regional, National and European video games champions.

All supported by a huge marketing spend for Parker Video Games in Europe.

- * An in-store attention-grabbing promotion with the strength of Parker behind it!
- * Promotion = Sales = Extra profit!

HOW IT WORKS

From November your customers will see the Challenge advertised and choosing either the Atari, Philips or Intellivision systems will compete for the highest score on Frogger™, Q-Bert™, Popeye® and Super Cobra™ cartridges.

Entry processing and exciting pre-qualifying events lead to the European final, a major event attracting extensive media attention.

THE PRIZES

There will be great prizes for winners at every stage plus a tremendous build up for each event. The European Champion on each system wins a fabulous trip to the U.S.A. for three, including visits to Cape Canaveral and Disney World.

PLUS National Winners

Will win video games systems, cartridges, national winner's certificates, T-shirts and become members of the Parker Video European Games Test Panel.

Regional Winners

Win 4 Parker Video cartridges of their choice, certificates and T-shirts.

PARKER DEALER AWARDS

You win too because excitement and wide publicity around Parker's big new titles gives: —

- * Increased store traffic.
- * Product trial.
- * Sales and profits for you.

Not only this but by participating in the Parker Challenge you are automatically entered into a free draw to win £1,500 worth of video games display support for your store.

PLUS

Big prizes if a winner comes from your store.

JOIN THE CHALLENGE!

Tell your Parker representative you want to join the Challenge and you will get:

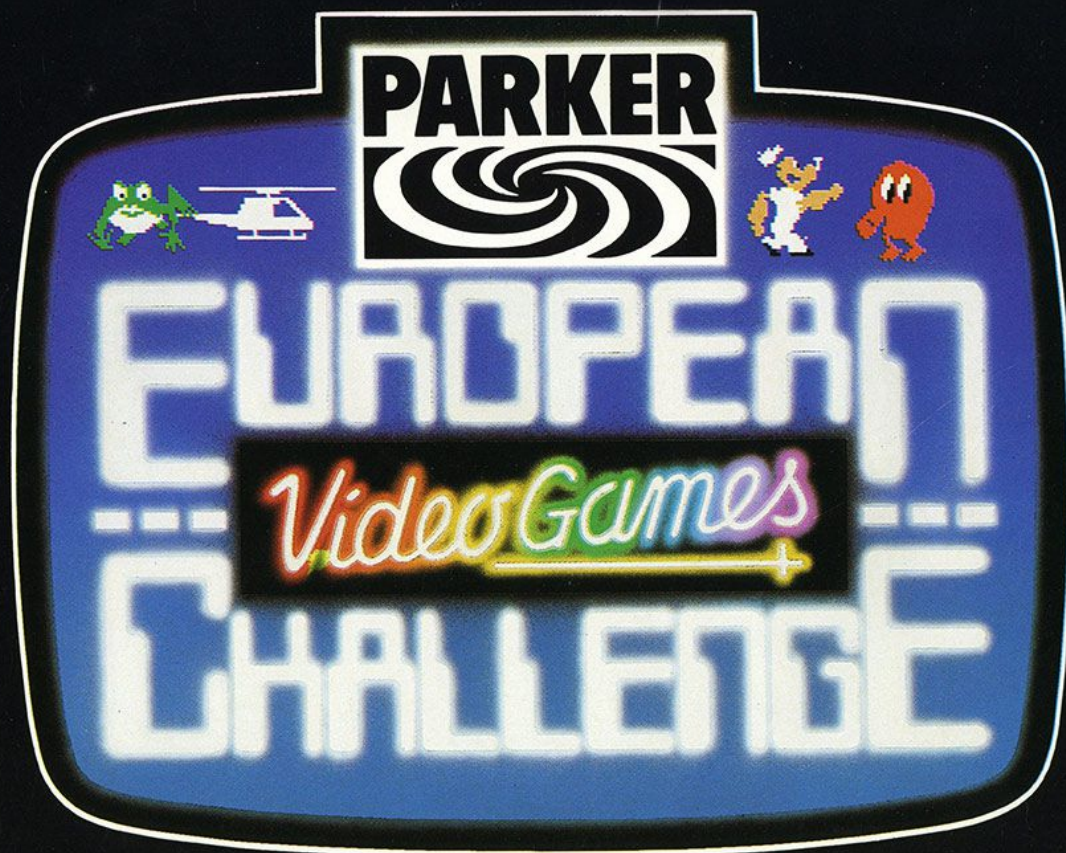
- * Joint funding of your local Challenge advertising.
- * A free Challenge p.o.s. kit with full instructions on how to run the Challenge.

ALL YOU HAVE TO DO

Use the p.o.s. kit material to get maximum impact in your store.

Collect the completed leaflets from the post box provided and post them in the free-post envelope, on or before the closing date of December 31st 1983 for judging.

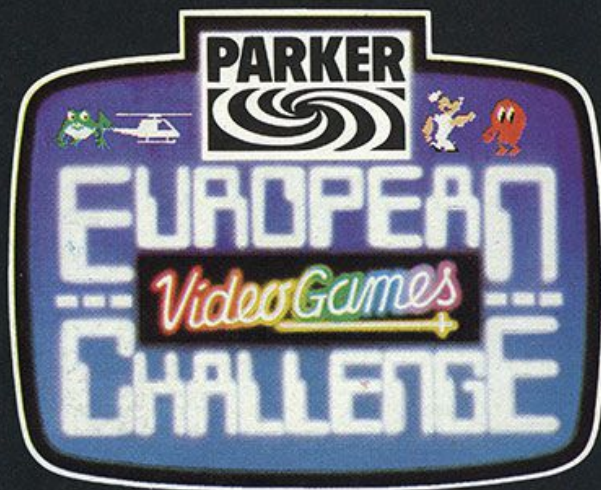
JOIN THE CHALLENGE NOW - AND WIN!



RULES

DEALER'S STAMP

1. All entrants must be aged between 8 and 18 inclusive.
2. You must use a separate entry form for each system used, i.e. Atari VCS, Intellivision or Philips.
3. All winners must be available to compete in further rounds at the prescribed location as advised.
4. No cash alternative to prizes will be offered.
5. No employees or relatives of Parker Video or their Agencies are eligible.
6. Judges' decision is final.
7. Parker Video reserve the right to amend or cancel this promotion without notice.
8. Closing date: December 31st 1983.



Can you beat the best in Europe?
Find out by entering the Parker
European Video Games Challenge
and discover how good you
really are.

THE PRIZES

European Champions

Win a fabulous trip to the USA
for three and the prestigious
European Champion's Trophy.

National Winners

Win Video Games systems,
cartridges, national winner's
certificates, T-shirts and become
members of the Parker European
Video Games Test Panel, which
means that you get to try the new
games first.

Regional Winners

Win 4 Parker Video Cartridges of
their choice, certificates and T-shirts.

HOW TO ENTER

You must be between 8 and 18
years of age. Enter the highest scores
you can achieve on the Q-Bert,[™]
Frogger,[™] Popeye[®] and Super
Cobra[™] games. The games to be
played on Atari VCS, Intellivision or
Philips systems.

When you've played the games,
enter your highest scores for one of
the systems only, on the competition
entry section of this leaflet; use a
separate entry form for each system,
fill in your name, address and age,
tear off and then post the entry form
in the special collection box.

Competitors with the highest
scores will go forward to National
Qualifying rounds at the Regional
Finals, winners of the Regional
Finals then compete in the National
Final. National winners will then
compete in the Parker European
Video Games Challenge Final to find
the overall European Champions.

It could be you — take up the
challenge and enter today.



EUROPEAN VIDEO GAMES CHALLENGE

ENTRY FORM

System used
(Tick one box only)

Atari VCS

Intellivision

Philips

ENTER
SCORE

Q-BERT [™]	
FROGGER [™]	
POPEYE [®]	
SUPER COBRA [™]	

NAME _____

ADDRESS _____

AGE _____

Do you own a hardware system?

If so which model _____ (please write in).

Q-Bert[™] is a trademark of D. Gottlieb and Co.
Frogger[™] is a trademark of Sega Enterprises Inc.
Popeye[®] is a registered trademark of King Features Syndicate Inc.
Super Cobra[™] is a trademark of Konami Industry Co. Ltd.
All used by Palitoy, Division of CPG Products Corp. USA under
authorisation.

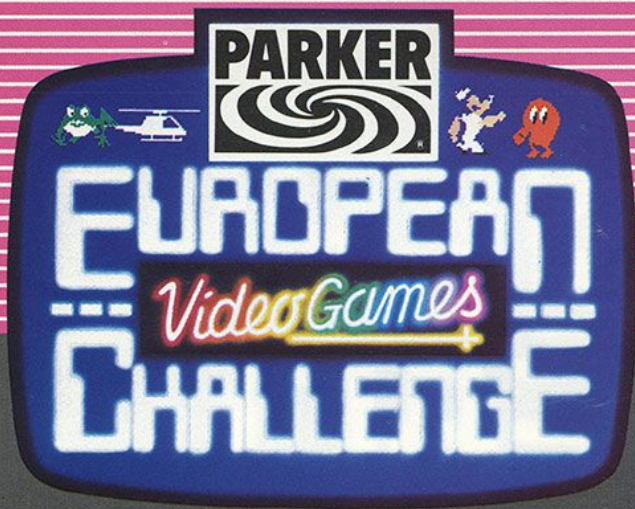
PARKER



EUROPEAN *Video Games* CHALLENGE

**THE GREATEST VIDEO GAMES
COMPETITION EVER!**





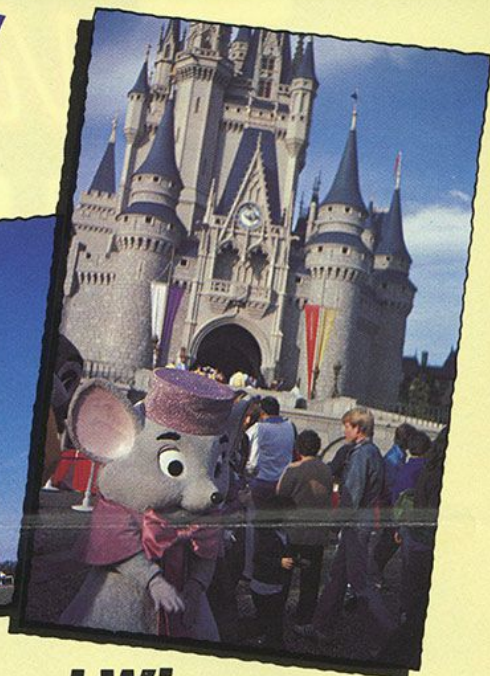
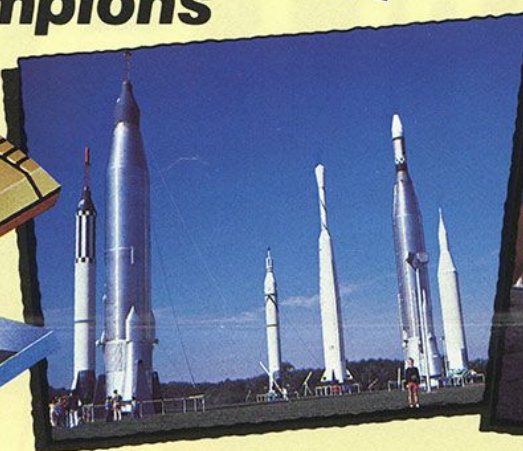
CAN YOU BEAT THE BEST IN EUROPE?

Find out by entering the Parker European Video Games Challenge and discover how good you really are.

THE PRIZES

European Champions

Win a fabulous trip to the USA for three and the prestigious European Champion's Trophy.



National Winners

Win a Video Game or Home Computer plus cartridges, national winner's certificates, T-shirts and become members of the Parker European Video Games

Test Panel, which means that you get to try the new games first.

Regional Winners

Win 4 Parker Video Cartridges, certificates and T-shirts.



HOW TO ENTER

You must be between 8 and 18 years of age. Obtain a competition leaflet from your local store and enter the highest scores you achieve on Q*bert, Frogger, Popeye and Super Cobra video games on the Atari VCS.

When you've entered your highest scores on the competition leaflet and filled in your name and address, post the entry form in the special collection box. You could be the future Parker European Video Games Champion.

Take the challenge and enter today.

