

The
New

ATAARI

ATARI CORP.

DEALER PRICE LIST

FALL 1986

ATARI
DEALER PRICE LIST
FALL 1986

(Note: Prices Subject to Change By Atari At Any Time)

ST Computer Line

<u>Model No.</u>	<u>Product/Title</u>	<u>Dealer Price</u>	<u>Case Pack</u>	<u>Avail.</u>
<u>Hardware/Peripherals</u>				
520ST	<u>520ST Package (B/W)</u>	\$600.00		
	o 520ST computer/ with modulator			
	o mouse			
	o SF354 disk drive			
	o SM124 monochrome monitor			
	o BASIC and NEOchrome Sampler			
	<u>520ST Package (Color)</u> Substitute SC1224 for SM124 monitor	\$750.00	6	
<u>Drives</u>				
SF354	3 1/2" SSDD 500KB unformatted disk drive	\$135.00	6	
<u>Monitors</u>				
SM124	12" high resolution monochrome	\$135.00	1	
SC1224	12" .38 dot pitch medium resolution-RGB color monitor	\$285.00	1	
<u>Printers</u>				
SMM804	80CPS dot matrix, graphics printer	\$165.00	2	

Atari ST Software

<u>Model No.</u>	<u>Product/Title</u>		<u>Dealer Price</u>	<u>Case Pack</u>	<u>Avail.</u>
<u>Atari ST Diskettes</u>					
C026224-001	Double Sided, Double Density, 3 1/2" Diskettes, 5 pack		\$10.00/5 pack	6	Now
<u>Word Processing</u>					
DS5029	1st Word	Disk	\$30.00	6	TBD
<u>Data Base</u>					
DS5004	DB Master One	Disk	\$30.00	6	Now
DS5034	dB MAN	Disk	\$90.00	6	Now
<u>Paint</u>					
DS5027	NEOchrome	Disk	\$30.00	6	7/15/86
<u>Education</u>					
DS5007	Home Planetarium	Disk	\$18.00	6	7/1/86
<u>Entertainment</u>					
DS5026	Joust	Disk	\$18.00	6	6/1/86
DS5019	Star Raiders	Disk	\$18.00	6	6/1/86
<u>Programming Language/Utility</u>					
DS5023	CP/M Emulator	Disk	\$30.00	6	6/15/86

XE Computer Line

<u>Model No.</u>	<u>Product/Title</u>	<u>Dealer Price</u>	<u>Case Pack</u>	<u>Pallet Qty</u>
<u>Hardware/Peripherals</u>				
65XE	65XE computer with 2 free programs (Atari's choice)	\$ 78.00	3	135
130XE	130XE computer with 2 free programs (Atari's choice)	\$115.00	3	135
A1050	1050 disk drive	\$111.00	2	60
A1027	1027 printer	\$111.00	2	64
A850	850 interface module	\$ 93.50	6	96
XMM801	XMM801 printer	\$171.50	2	TBD
XM301	XM301 modem	\$ 31.00	6	TBD
	<u>130XE package</u>	\$337.00	1	N/A
	o 130XE computer			
	o 1050 disk drive			
	o 1027 printer			
	o 5 pieces of software (AtariWriter Plus, Home Filing Manager, Music Composer, Star Raiders, Defender)			
	<u>65XE Package</u> (Same as 130XE package above)	\$300.00	1	N/A

XE SoftwareWord Processor

RX8036	AtariWriter	Cart	\$ 25.00	6	432
AX2033	Proofreader	Disk	\$ 10.20	6	1596
AX2034	AtariWriter Plus	Disk	\$ 30.00	6	1596

Spreadsheet

DX5049	VisiCalc	Disk	\$ 19.90	2	400
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Database

CX415	Home File Manager	Disk	\$ 14.00	6	432
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XE Software

<u>Model No.</u>	<u>Product/Title</u>		<u>Dealer Price</u>	<u>Case Pack</u>	<u>Pallet Qty</u>
<u>Home Finances</u>					
CX421	Family Finance	Disk	\$14.00	6	432
CX418	Home Manager Kit	Disk	\$48.00	2	88
DX5082	Silent Butler	Disk	\$15.00	6	1596
<u>Calendar</u>					
DX5047	Timewise	Disk	\$ 7.50	6	432
<u>Utilities and Languages</u>					
KX7097	Logo Kit	Cart	\$25.00	4	240
CXL4018	Pilot	Cart	\$19.90	3	300
AX2025	Microsoft II	Cart/Disk	\$17.45	6	432
CXL4003	Assem/Editor	Cart	\$14.00	6	600
CX8121	Macro Assembler	Disk	\$14.00	6	396
CXL4015	Telelink	Cart	\$16.00	6	600
CX8126	Microsoft BASIC I	Disk	\$35.00	6	600
<u>Education</u>					
CXL4007	Music Composer	Cart	\$14.00	6	600
AX2020	Music I	Disk	\$14.00	6	432
AX2026	Music II	Disk	\$14.00	6	432
DX5081	Music Painter	Disk	\$12.00	6	1596
RX8080	Learning Phone	Cart	\$15.00	6	TBD
<u>Physical Sciences</u>					
AED80013	AtariLab Starter Kit with Temp. Module	Cart	\$37.00	4	320
AED80014	AtariLab Light Module	Cart	\$24.50	6	480
DX5083	Atari Planetarium	Disk	\$21.00	6	1596
<u>Language Arts</u>					
RX8059	Skywriter	Cart	\$10.50	6	720
CX8135	My First Alphabet	Disk	\$10.50	6	600
<u>General</u>					
RX8057	Typo Attack	Cart	\$11.00	6	720
<u>Early Learning Skills</u>					
CX8137	Juggles' Rainbow	Disk	\$10.50	6	600
CX8138	Juggles' House	Disk	\$10.50	6	600
DX5050	Mickey and Outdoors	Disk	\$16.00	6	828
<u>Creative</u>					
DX5048	Paint	Cart	\$14.00	6	432

XE Software

<u>Model No.</u>	<u>Product/Title</u>		<u>Dealer Price</u>	<u>Case Pack</u>	<u>Pallet Qty</u>
<u>Action Games</u>					
CXL4013	Asteroids	Cart	\$ 8.00	6	600
CXL4004	Basketball	Cart	\$ 8.00	6	1,386
CXL4020	Centipede	Cart	\$ 8.00	6	600
RX8030	E.T.	Cart	\$ 8.00	6	720
CXL4024	Galaxian	Cart	\$ 8.00	6	600
CXL4012	Missile Command	Cart	\$ 8.00	6	600
CXL4027	Qix	Cart	\$ 8.00	6	720
CXL4008	Space Invaders	Cart	\$ 8.00	6	480
CXL4011	Star Raiders	Cart	\$ 8.00	6	600
CXL4006	Super Breakout	Cart	\$ 8.00	6	1,512
RX8021	Caverns of Mars	Cart	\$10.50	6	864
CX8130	Caverns of Mars	Disk	\$ 8.00	6	600
CXL4025	Defender	Cart	\$10.50	6	750
RX8044	Joust	Cart	\$10.60	6	750
RX8049	Jungle Hunt	Cart	\$10.60	6	750
RX8048	Millipede	Cart	\$10.60	6	720
RX8052	Moon Patrol	Cart	\$10.60	6	720
CXL4022	Pac Man	Cart	\$10.60	6	600
RX8045	Pengo	Cart	\$10.60	6	720
RX8033	Robotron	Cart	\$10.60	6	600
RX8026	Dig Dug	Cart	\$10.60	6	304
RX8043	Ms. Pac Man	Cart	\$10.60	6	750
RX8034	Pole Position	Cart	\$10.60	6	720
RX8067	Final Legacy	Cart	\$10.60	6	720
DX5084	Star Raiders II	Disk	\$10.60	6	1596
RX8031	Donkey Kong	Cart	\$10.60	6	750
RX8040	Donkey Kong Jr.	Cart	\$10.60	6	750
KX7102	Arcade Champ Kit	Cart	\$16.00	2	88
CX481	Entertainer Kit	Cart	\$ 5.00	2	TBD
<u>Sports</u>					
RX8029	R.S. Football	Cart	\$ 8.00	6	720
RX8042	Tennis	Cart	\$ 8.00	6	720
RX8069	Track and Field	Cart	\$15.80	2	240
<u>Strategy/Adventure</u>					
CXL4009	Chess	Cart	\$ 8.00	6	600
RX8039	Eastern Front	Cart	\$ 8.00	6	432
CXL4010	3-D Tic Tac Toe	Cart	\$ 5.00	6	1,512

XE Accessories

<u>Model No.</u>	<u>Product/Title</u>	<u>Dealer Price</u>	<u>Case Pack</u>	<u>Pallet Qty</u>
CX24	Pro-Line Joystick	\$ 5.50	6	N/A
CX40	Joystick	\$ 4.50	48	768
CX75	Light Pen w/Sftwr.Cart	\$ 30.00	TBD	TBD
CX77	Touch Tablet w/Sftwr.Cart.	\$ 35.00	2	108
CX81	I/O Data Cord	\$ 11.00	N/A	N/A
CX82	B/W Monitor Cable	\$ 19.00	50	N/A
CX85	Numeric Key Pad	\$ 19.00	2	120
CX86	Printer Cable	\$ 19.00	75	N/A
CX87	Modem Cable	\$ 19.00	75	N/A
CX88	Terminal Cable	\$ 19.00	75	N/A
CX89	Color Monitor Cable	\$ 19.00	75	N/A
BX4202	1025 Printer Ribbon (12/Box)	\$ 24.00	24	N/A
BX4212	1027 Ink Roller (50/Box)	\$110.00	10	180
BX4201	3-Ring Binders (6/Pk)	\$ 2.50	14	490
BX4213	Tech Reference Notes	\$ 7.50	N/A	N/A
CA014746	TV Switch Box	\$ 1.95	96	5760
CA014748	Power Adaptor	\$ 7.00	N/A	N/A
CA016087	825 Printer Ribbon	\$ 9.50	N/A	N/A
CA01637602	822 Thermal Printer Paper	\$ 13.60	6	N/A
CA016751	830 Power Adaptor	\$ 9.67	42	1008
CA017964	810 Power Adaptor	\$ 3.50	24	1080

Video Games

<u>Model No.</u>	<u>Product/Title</u>	<u>Dealer Price</u>	<u>Case Pack</u>	<u>Pallet Qty</u>
<u>2600 Hardware</u>				
CX2600JR	2600 video game system	\$36.50	8	TBD
<u>2600 Accessories/ Peripherals</u>				
CX22	Trakball controller w/Centipede, CX2676	\$12.00	6	300
CX24	Proline Joystick	\$ 5.50	6	TBD
CX30	Paddle controller	\$ 8.00	48	576
CX261	AC adaptor	\$ 3.50	48	2,160
CX262	Switch box	\$ 1.95	48	2,160
CX40	Joystick	\$ 4.50	48	768
CX23	Kid's controller with One kid's cartridge Atari's choice	\$ 8.00	6	480
<u>2600 Software</u>				
CX26136	Solaris	\$ 7.15	6	1,512
CX26129	Midnight Magic	\$ 7.15	6	1,512
CX26123	PAC-MAN, Jr.	\$ 7.15	6	1,512
CX26137	Masters of the Universe	\$ 7.15	6	1,512
CX26138	Thunder Castle	\$ 7.15	6	1,512
CX26139	Treasure of Tarmin	\$ 7.15	6	1,512
CX2697	Mario Bros.	\$ 6.00	6	1,512
CX26110	Crystal Castle	\$ 6.00	6	1,512
CX26120	Stargate	\$ 6.00	6	1,512
CX2677	Dig Dug	\$ 6.00	6	1,512
CX2675	Ms. Pac Man	\$ 6.00	6	1,512
CX2694	Pole Position	\$ 6.00	6	1,512
CX26125	Track & Field/controller included	\$11.00	6	1,512
CX2681	Battlezone	\$ 6.00	6	1,512
CX2676	Centipede	\$ 6.00	6	1,512
CX2684	Galaxian	\$ 6.00	6	1,512
CX26127	Gremlins	\$ 6.00	6	1,512
CX2691	Joust	\$ 6.00	6	1,512
CX2688	Jungle Hunt	\$ 6.00	6	1,512
CX2689	Kangaroo	\$ 6.00	6	1,512
CX2692	Moon Patrol	\$ 6.00	6	1,512
CX2699	Taz	\$ 6.00	6	1,512
CX26118	Millipede	\$ 6.00	6	1,512
CX2646	Pac Man	\$ 6.00	6	1,512
CX2685	Gravitar	\$ 6.00	6	1,512
CX2667	R.S. Soccer	\$ 6.00	6	1,512
CX2668	R.S. Football	\$ 6.00	6	1,512
CX2601	Combat	\$ 3.30	6	1,512
CX2605	Outlaw	\$ 3.30	6	1,512
CX2608	Super Breakout	\$ 3.30	6	1,512
CX2609	Defender	\$ 3.30	6	1,512
CX2610	War Lords	\$ 3.30	6	1,512
CX2611	Indy 500	\$ 3.30	6	1,512
CX26120	Stargate	\$ 3.30	6	1,512

Video Games

<u>Model No.</u>	<u>Product/Title</u>	<u>Chain Price</u>	<u>Case Pack</u>	<u>Pallet Qty</u>
<u>2600 Software (Cont'd)</u>				
CX2617	Backgammon	\$ 3.30	6	1,512
CX2623	Home Run	\$ 3.30	6	1,512
CX2624	Basketball	\$ 3.30	6	1,512
CX2625	Football	\$ 3.30	6	1,512
CX2649	Asteroids	\$ 3.30	6	1,512
CX2652	Casino	\$ 3.30	6	1,512
CX2659	Raiders of the Lost Ark	\$ 3.30	6	1,512
CX2661	Basic Math	\$ 3.30	6	1,512
CX2673	Phoenix	\$ 3.30	6	1,512
CX2674	E.T.	\$ 3.30	6	1,512
CX2680	Tennis II	\$ 3.30	6	1,512
CX2669	Vanguard	\$ 3.30	6	1,512
CX2604	Space War	\$ 3.30	6	1,512
CX2607	Canyon Bomber	\$ 3.30	6	1,512
CX2612	Street Racer	\$ 3.30	6	1,512
CX2613	Adventure	\$ 3.30	6	1,512
CX2614	Steeple Chase	\$ 3.30	6	1,512
CX2615	Demons to Diamonds	\$ 3.30	6	1,512
CX2616	Championship Soccer	\$ 3.30	6	1,512
CX2618	Tic Tac Toe	\$ 3.30	6	1,512
CX2619	Stellar Track	\$ 3.30	6	1,512
CX2621	Video Olympics	\$ 3.30	6	1,512
CX2622	Breakout	\$ 3.30	6	1,512
CX2626	Minature Golf	\$ 3.30	6	1,512
CX2630	Circus Atari	\$ 3.30	6	1,512
CX2631	Superman	\$ 3.30	6	1,512
CX2634	Golf	\$ 3.30	6	1,512
CX2635	Maze Craze	\$ 3.30	6	1,512
CX2637	Dodge 'Em	\$ 3.30	6	1,512
CX2638	Missile Command	\$ 3.30	6	1,512
CX2639	Othello	\$ 3.30	6	1,512
CX2640	Baseball	\$ 3.30	6	1,512
CX2647	Sub Commander	\$ 3.30	6	1,512
CX2648	Video Pinball	\$ 3.30	6	1,512
CX2650	Berzerk	\$ 3.30	6	1,512
CX2651	Racetrack	\$ 3.30	6	1,512
CX2654	Haunted House	\$ 3.30	6	1,512
CX2656	Earthworld	\$ 3.30	6	1,512
CX2657	Fireworld	\$ 3.30	6	1,512
CX2658	Math Grand Prix	\$ 3.30	6	1,512
CX2660	Star Raiders	\$ 3.30	6	1,512
CX2682	Krull	\$ 3.30	6	1,512
<u>Education/Kids Carts</u>				
CX26101	Oscar's Trash Race	\$ 3.30	6	1,512
CX26102	Cookie	\$ 3.30	6	1,512
CX26103	Alpha Beam	\$ 3.30	6	1,512
CX26104	Big Bird's Egg Catch	\$ 3.30	6	1,512
CX26109	Sorceror's Apprentice	\$ 3.30	6	1,512
CX26111	Snoopy and the Red Baron	\$ 3.30	6	1,512
CX26114	Pigs in Space	\$ 3.30	6	1,512

Video Games

<u>Model No.</u>	<u>Product/Title</u>		<u>Dealer Price</u>	<u>Case Pack</u>	<u>Avail.</u>
<u>7800 Hardware</u>					
	7800 video game system		\$61.00	4	
<u>7800 Software</u>					
7801	Centipede	Cart	\$ 7.30	6	5/15/86
7802	Deluxe Asteroids	Cart	\$ 7.30	6	5/15/86
7803	Dig Dug	Cart	\$ 7.30	6	5/15/86
7804	Food Fight	Cart	\$ 7.30	6	5/15/86
7805	Galaga	Cart	\$ 7.30	6	5/15/86
7806	Joust	Cart	\$ 7.30	6	5/15/86
7807	Ms. Pac Man	Cart	\$ 7.30	6	5/15/86
7808	Pole Position II	Cart	\$ 7.30	6	5/15/86
7809	Robotron:2084	Cart	\$ 7.30	6	5/15/86
7810	Xevious	Cart	\$ 7.30	6	5/15/86
7815	Ballblazer	Cart	\$ 7.30	6	7/1/86
7820	Desert Falcon	Cart	\$ 7.30	6	8/1/86

SUPERGAMES

7821	Choplifter	Cart	\$11.00	6	9/1/86
7822	Karateka	Cart	\$11.00	6	9/1/86
7823	Touchdown Football	Cart	\$11.00	6	9/1/86
7824	One on One Basketball	Cart	\$11.00	6	9/1/86
7825	Sky Fox	Cart	\$11.00	6	9/1/86
7826	Summer Games	Cart	\$11.00	6	9/1/86
7827	Gato	Cart	\$11.00	6	4th Qtr
7828	Super Huey	Cart	\$11.00	6	4th Qtr
7829	Hatrick	Cart	\$11.00	6	4th Qtr
7830	Demolition Derby	Cart	\$11.00	6	4th Qtr
7831	Winter Games	Cart	\$11.00	6	4th Qtr
7832	Impossible Mission	Cart	\$11.00	6	4th Qtr

Summary of
Terms and Conditions
(Dealers)

This policy supersedes all previous statements. Atari reserves the right to change its sales policy with 30 days written notice.

- TERMS: 3% 7 days; net 30 days. No accounts with open balances will be shipped.
- FREIGHT: F.O.B. Atari warehouse(s). To Customer Distribution Centers only. (No drop shipments). Customer may specify carrier on P.O.; otherwise Atari will ship best way.
- PACK/CARTON SIZE: Atari shipments to customers will be in full case packs only - no broken packs.
- DEFECTIVES: Computer Hardware Defectives: Atari Corp. will issue credit memos to the dealer for any defective computer hardware merchandise (ST line, XE line) returned by the consumer within the retailer's stated return policy period but not exceeding 90 days (Atari's stated return policy). The defective merchandise must be returned to Atari once a month at a pre-arranged time from central distribution points to be designated by the retailer and accompanied by a "Return Merchandise Authorization" form signed and approved by Atari. This authorization form, outlining the quantity of defectives to be returned and the value of the credit issued to the account, will be initiated by Atari upon written request from the customer. The form will then be returned immediately to the customer and a copy of same will accompany the return goods being shipped to Atari.

Until the return goods are received and verified as being in compliance with an approved RMA, the dealer may not request additional RMA's from the same distribution center. If any discrepancy exists between the quantity and value of the approved returns and the actual returns, this discrepancy must be resolved prior to Atari's shipping any additional product to the customer.

Following the expiration of the retailer's return/exchange program but still within 90 days of purchase by the consumer, any product returned as defective by the consumer must be sent by the consumer to Atari for repair or replacement in conformance with the terms of the warranty card enclosed in the package.

Summary of Terms and Conditions

Dealers

Page Two

DEFECTIVES:

Video Game Hardware Defectives: Atari Corp. will deduct 4% from customer invoice for video game hardware purchases. This allowance is expected to be used by the account to cover defective returns from the consumer.

Following the expiration of the retailer's return/exchange program but still within 90 days of purchase by the consumer, any product returned as defective by the consumer must be sent by the consumer to Atari for repair or replacement in conformance with the terms of the warranty card enclosed in the package.

Software Defectives: Atari Corp. will deduct 2% from customer invoice for software purchases. This 2% D.F.I. covers all in warranty customer returns. Atari Corp. will not accept any defective software returns. All software defectives sent to Atari will be disposed of and no credit given.

STOCK BALANCING:

Software may be returned to Atari in full and unopened master packs within 90 days of date of invoice for exchange with like value, full master packs. The return must be preceded by a "Return Merchandise Authorization" request approved by Atari designating the time, type, and amount of software to be returned. Free goods (i.e., bundled software) and closeouts do not qualify for stock balancing. Balancing of a particular software title will only be allowed on a quantity of product not greater than that received in the customer's last shipment.

To qualify for the software stock balancing program, customers must participate in the "Atari Recommended Stocking Program for Software" which has as its objective a balanced assortment of the best-selling titles.

MINIMUM PURCHASES:

To qualify as an Atari dealer, the following purchase guidelines must be met:

Opening Order - \$10,000

Subsequent Minimum Purchases - \$5,000

Summary of Terms and Conditions

Dealers

Page Three

PRICE PROTECTION: In the event that Atari reduces prices on existing products, the customer will be protected for the amount of the reduction on any purchases of like product made in the preceding 60-day period. The protection will take the form of reductions from future invoices on any Atari products. The new orders must be at least twice the value of the price protection and must call for shipment within the 60-day period following Atari's price reduction.

CO-OP ADVERTISING: Upon proof of retail advertising performance by the retailer(s) Atari will pay up to 5% of an account's net purchases (less returns) toward retail co-op advertising. Ads must run within 90 days of the close of the month during which shipments were received by the customer. For example, product shipped on August 15, must be advertised by November 30. Proof of performance will constitute tear sheets from the accepted print media, station verification and radio and T.V. stations plus invoices from the media. The program will be administered by ACB and all stipulations of the Atari Retail Co-op Advertising Program must be met to qualify (see "Description of Atari Co-op Advertising Program").

HARD ORDERS:

- (a) Atari Corp. will only ship with hard orders. These may take the form of:
 - Corporate P.O.'s
 - Telexes
 - Faxes
 - Zap Mail
- (b) If the order is a prepaid order, the corporate P.O. must be included.
- (c) Please do not send orders more than once; if you do, indicate it is a duplicate.

DISCREPANCIES: Upon receipt of invoice, the customer has three business days to telex, fax, zap mail, or any overnight method a reply in writing as to any discrepancies. If no such writing is generated, Atari Corp. will expect payment as per terms of sale.

DISCONTINUED DEFECTIVE PRODUCT: Defective, discontinued product may be returned for up to six months after deletion from current price list which constitutes discontinuance of said product.

S P R I N G 1 9 8 6

The
New

STAR

H I G H P E R F O R M A N C E C O M P U T E R S

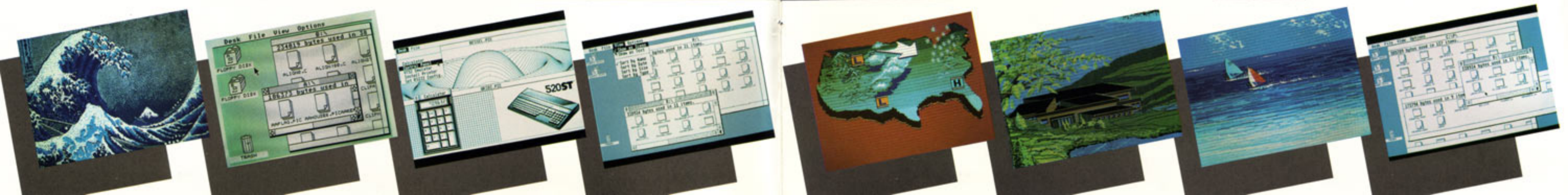
The 520 ST™

POWER
WITHOUT
THE PRICE.

At last, a top performance computer at a mass-market price! The acclaimed 520ST system has more raw computing power than systems costing much more—it was picked as Best Computer Value of the Year by prestigious InfoWorld Magazine. After only 6 months on the market it is already the best selling computer in Europe and the hottest new personal computer in the States.

A natural trade-up for people outgrowing their smaller computers, the 520ST offers amazing graphics, high speed performance, a full keyboard with every function imaginable, and complete expansion capabilities. And a library of top quality software that grows and grows.

The ST system is available bundled with drive and monitor, or separately to give you just the right package for your customers. At this price and with these features, the ST is certain to be the hottest personal computer value of the year.



POPULAR PRICED COMPUTERS

The XE™ Line

POWER WITHOUT THE PRICE.

Perfect for the starting computer owner is the Atari XE computer line. Featuring a huge software library, many compatible add-ons, and proven performance.

The 65XE is a great low-priced starter system, retailing for less than \$100. The system is fully expandable so you, the retailer, can take advantage of additional sales for printers, disk drives, modems, and software as the consumer learns computing.

The 130XE is a more powerful trade-up system. Atari offers this to you separately or as part of a very attractive bundle, complete with disk drive, printer, and 5 software programs at a \$399 retail price point.

We do it all for you, to help sell these systems through. Four color packaging includes all that the consumer needs to know. Store personnel spend a minimum amount of time selling as the system sells itself.

The XE systems are a great profit and sales opportunity.



2600™

7800™

The 2600 System

The world's best selling video game is more attractive than ever at its new under-\$50 retail price. Over 20 million units are already in people's homes and millions more continue to be sold each year. The home videogame business never really went away—and Atari is supporting it 100% once again.

The huge installed base creates a growing opportunity for after-market sales of software. New titles are on the way from major names like Atari and Activision. The latest arcade hits are once again coming for the 2600.

The 2600 has now been cosmetically re-designed for a more compact size that consumers will love. With a new box complete with carrying handle that gives this unit portability in keeping with its small size and light weight.

Promotion and major media support is sure to generate continued consumer awareness to insure that the buying public takes advantage of this fantastic value in family entertainment.

New 7800 System

Now, a true state-of-the-art video game system at an extremely low price point will mean big volume and profit opportunities for you. The new 7800 system has superb graphics, life-like animation and high quality sound effects. Add to this, a strong software library of licensed and original titles and you have the perfect "trade-up" product for your 2600 owners.

Besides the high resolution 7800 software titles, the console also plays exciting 2600 software

from Atari and other video game suppliers—no adapter required. This gives the 7800, by far, the largest software library for any video game system.

Atari continues to license the hottest game titles and translate them for this exciting system. Packed with the 7800 is Pole Position II, a best-selling arcade title exclusively available for the 7800.

The Atari 7800 video game system—the perfect trade-up product for over 20 million 2600 owners past and present. Stock this winner and watch your sales soar!



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 **ATARI**®

Atari Corp.
1196 Borregas Ave.
Sunnyvale, CA 94086
408-745-2000

Atari Promotion Plan

Product: 7800 video game system.

Promotion Description: For every 7800 ordered during June 1986, customer gets three free pieces of 2600 software (three from War Lords, Football, Battle Zone, Breakout - Atari's option). Free software bonus should be advertised by retailer to consumer as part of 7800 package.

Minimum Order Quantities: Must order 7800s in lots of 18 units (so that software is shipped in full master packs of 6 per title).

Timing:

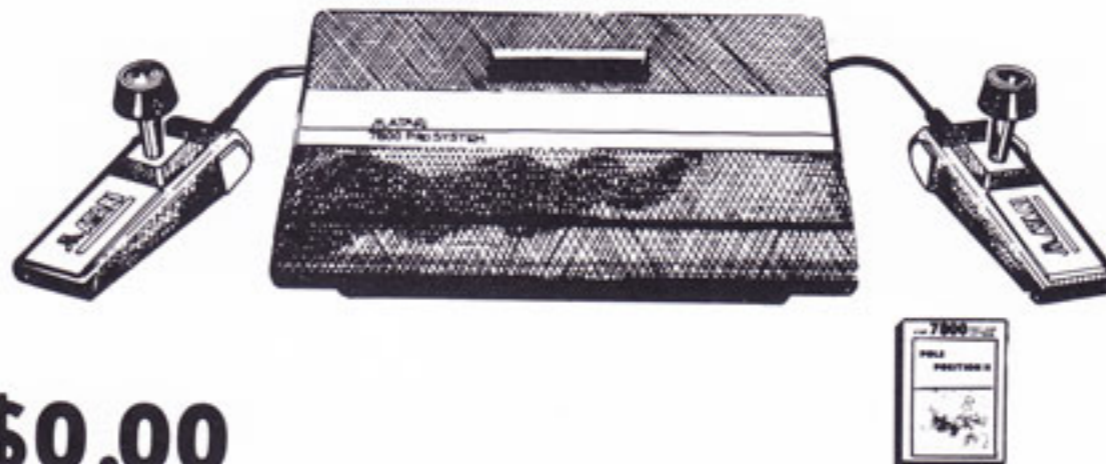
Order: During June 1986.

Delivery: Must take delivery by August 15, 1986.

Advertise: Must advertise by November 1, 1986.

Promotional Materials: Ad slicks/mats.

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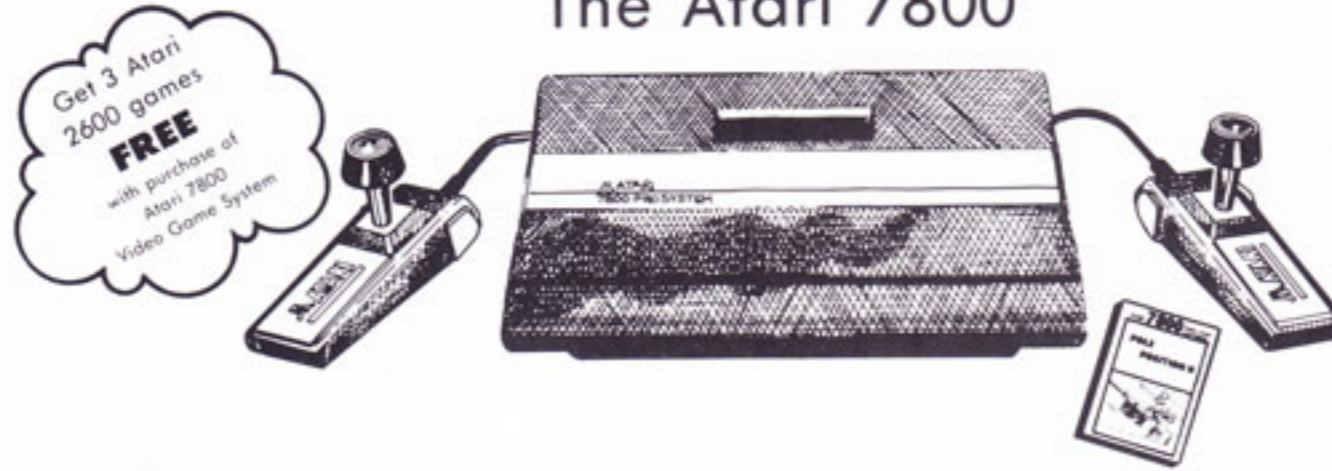
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Atari Promotion Plan

Product: 65XE computer.

Product Description: Offer the trade and consumer 4 pieces of free XE software and a joystick bundled with the 65XE. The cartridge titles are Star Raiders, Pac Man, Donkey Kong, Sky Writer. The trade must pass software on to consumer and advertise offer in white space advertising.

Timing:

Order: During June 1986.

Delivery: By December 15, 1986.

Advertise: By December 15, 1986.

Promotional Materials: Ad slicks/mats.

"CHEAP THRILLS — FREE FRILLS"

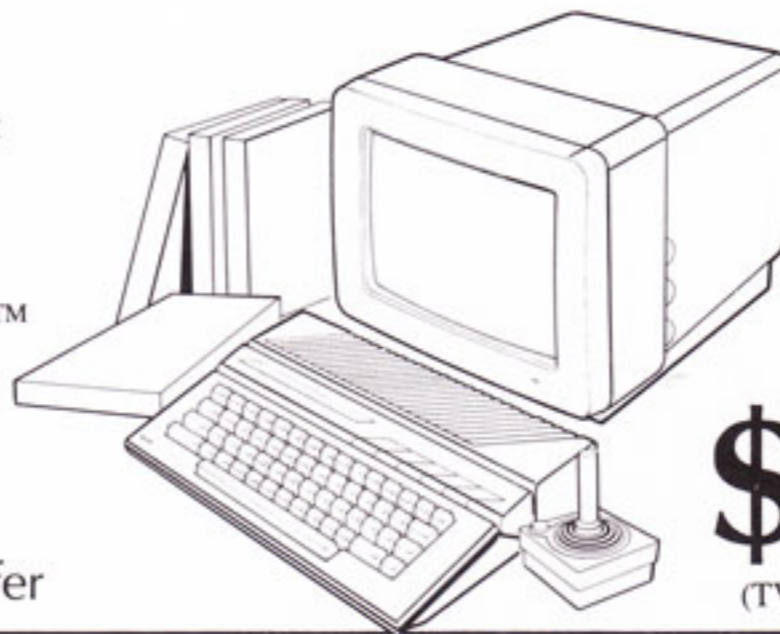
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Atari Promotion Plan

Product: 2600 video game cartridges.

Promotion Description: For every 24 2600 cartridges ordered during June 1986, customer gets free an Atari video game Library (Model No. 500). Free Library bonus should be advertised to consumer as part of special bundled offer or in retailer's own premium or sweepstakes promotion.

Timing:

Order: During June 1986.

Delivery: Must take delivery by August 15, 1986.

Advertise: By November 1, 1986.

Promotion Materials: Ad slicks/mats.

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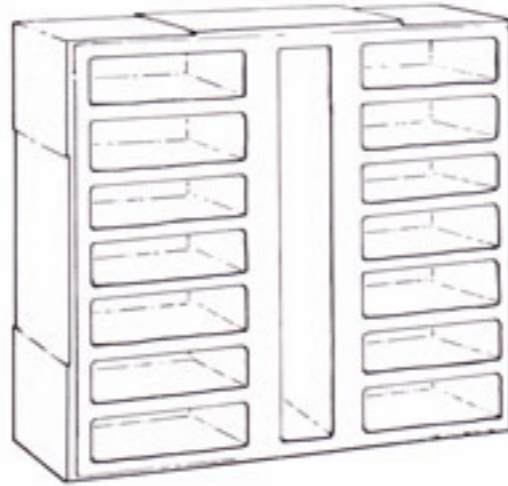
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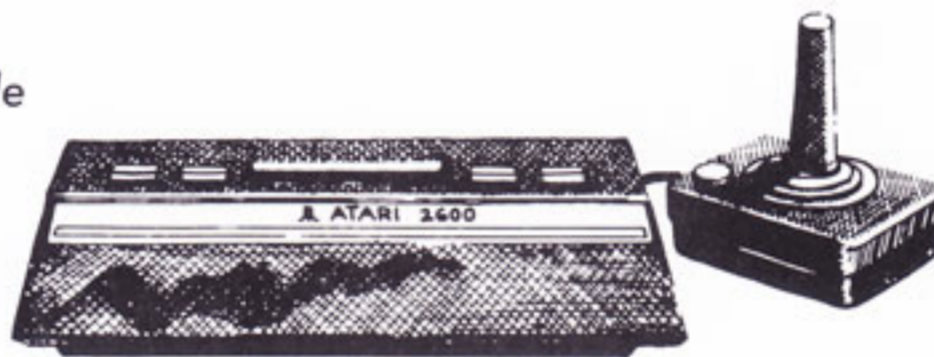
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- *Fun for the whole family*



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Atari Promotion Plan

Product: 65XE or 130XE computer.

Product Description: Offer the trade and consumer a complete 65XE or 130XE system with CPU, drive, printer and software, positioned as the perfect word processing system for under \$400. Provide co-op to advertise offer to consumer.

Timing:

Order: June - December.

Delivery: June - December.

Advertise: June - December.

Promotional Materials: Ad slicks/mats.

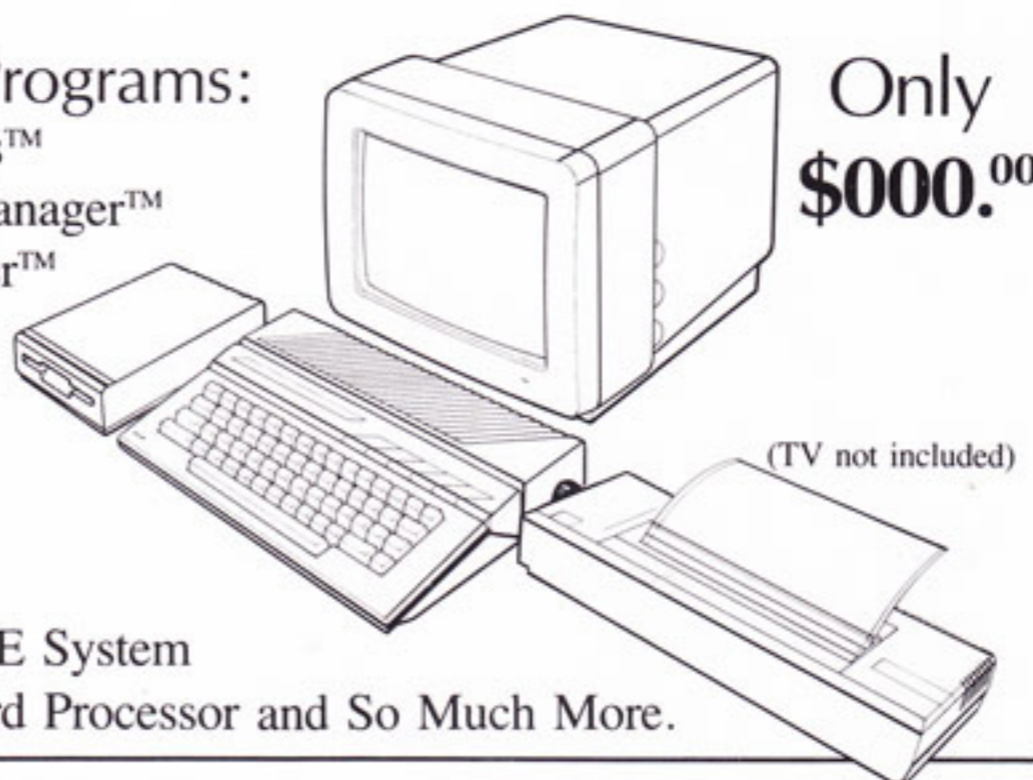
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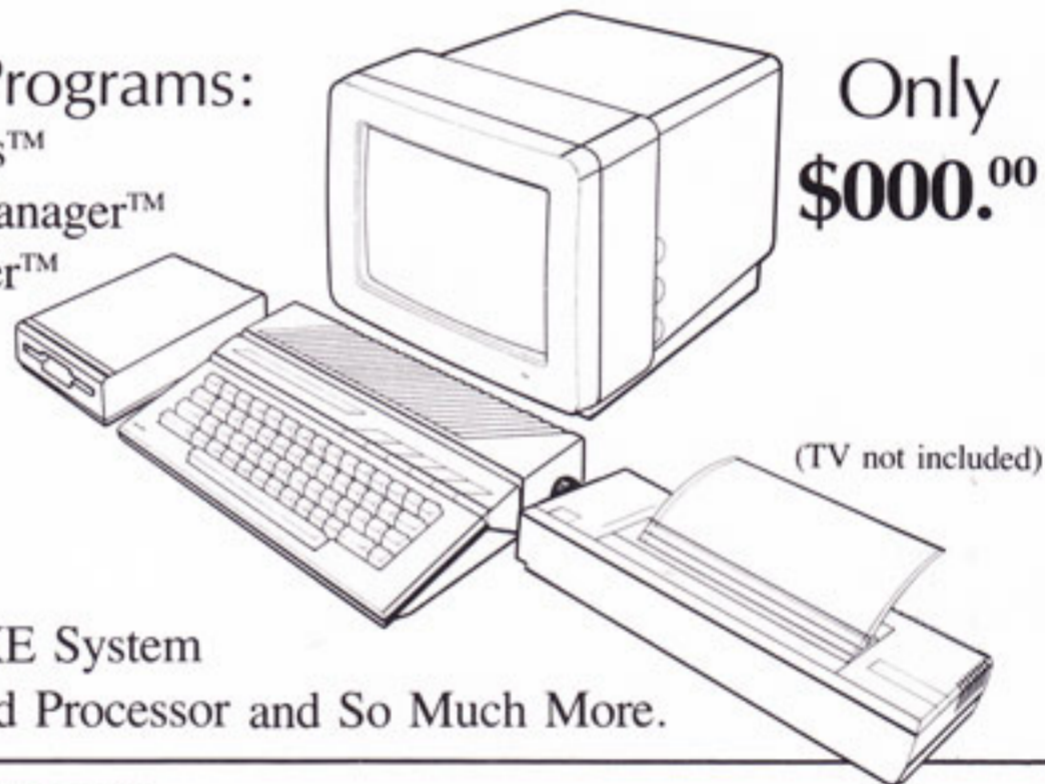
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