

# US games™

news & world report

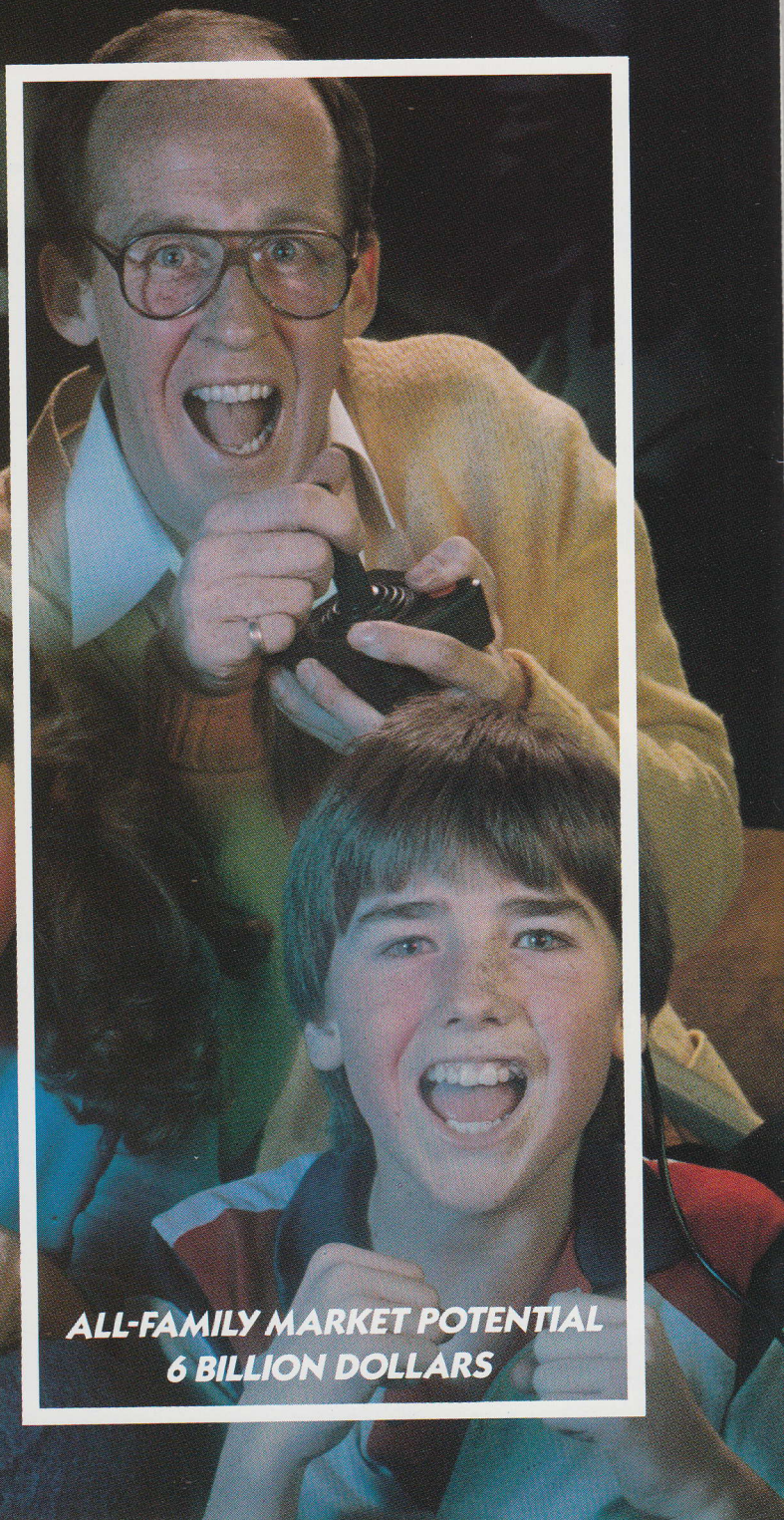
**NEW  
MARKET!  
NEW \$\$\$!**



# U.S. games plugs into



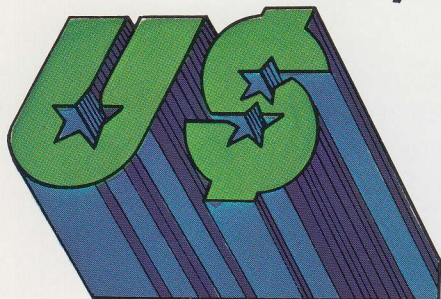
**CURRENT TEEN BOY MARKET  
2 BILLION DOLLARS**



**ALL-FAMILY MARKET POTENTIAL  
6 BILLION DOLLARS**

# the all family market.

## New market means new money.



U.S. Games is a unique video game manufacturer committed to innovation in every aspect of the business. Creating not only new games for you, but new customers for you, by identifying a high potential target market just waiting to be converted into your sales dollars!

The target? The family... the entire family. Not just the teenage boy segment accounting for 2 billion dollars in video games sales... but moms, dads, little sisters, too. The family whose numbers exceed 60 million — that's 3 times the number of families with teen boys... promising a potential of 6 billion dollars in video games sales for you, the video game retailer.

## Video games for mom and sis? You bet!



U.S. Games feels so confident about the potential of the all-family market that it's created a full line of fun-filled, action-packed games just for it — The Family Action Series. All as much fun to watch as they are to play... and all geared toward bringing the family together.

But because U.S. Games believes all-family means adventure games, too, it also announces its Action-Adventure Series. Exciting, unique games to expand your teen market... to entice the entire family.

Enhancing these games? Innovative promotions like a money-back guarantee, a \$50,000 sweepstakes, and highly visible T.V., magazine, and co-op advertising.

## It starts with marketing and research savvy.



What makes U.S. Games feel so confident about its new target market, its new games, its new advertising and promotions? Simply the extensive research and the marketing expertise of the family it belongs to — The Quaker Oats Company. A worldwide organization doing business to the

tune of 3 billion dollars a year, with products appealing to both adults and children.

Take Fisher-Price Toys. Quaker's marketing expertise helped to increase Fisher-Price's sales by 350 million dollars in just 12 years after it was acquired. That's a 700% increase!

Obviously, it is this kind of marketing knowledge that promises to make U.S. Games' all-family market a success.

## And for the future?



As for the future of U.S. Games, hold on to your joystick! This spring U.S. Games offers a uniquely designed expanded memory device employing both ROM and RAM... creating cartridges that'll generate spectacular new variations and complexities. Plus, advanced controllers with proportional joysticks for added functions with this new software.

**U.S. games™**  
**your kind of company.**

U.S. Games is a believer in innovation. Innovation in target markets, in marketing, in games, in advertising, in promotions, in technology... Innovation. Making U.S. Games the unique video game manufacturer for you to go with... and grow with.

# new market!★



Video games? Oh, I used to think they were all alike. You know... a lot of, as my kids say, zapping out this and zinging into that. The kind of stuff a mother like me really isn't all that interested in... or understands... or for that matter could ever get a chance to play. Ah ha... my son actually used to hide video cartridges so "the girls" wouldn't get too good. Believe me... it worked.

Well, anyway, thumbing through **NEWSWEEK** the other day, I happened to see an ad for something called the Family Action Series. Imagine! Video games in my kind of magazine! U.S. Games games.

Well, I have to admit, they did look kind of fun, and I thought, what the heck, I have nothing to lose. The ad said if I didn't like the game, U.S. Games would buy it back. Nice.

So, I got one of the cartridges home... and guess what? I loved it! The whole family loved it! Even the older kids. Now I'm the one hiding it from them.

Believe me when I say U.S. Games' new Family-Action Series is the best thing that ever happened to video games. U.S. Games has actually come up with an idea that's going to bring families together... instead of splitting them up...

And I think that's a terrific breakthrough!

*Maxine M. Motherhood*

# new games!★



## Picnic! They'll eat it up!

Who in the family doesn't like a picnic? Especially when it's a game this clever! Where players take turns battling a bunch of bugs who are beating them to a bunch of burgers ... they try to swat 'em, then trap 'em before their whole lunch is munched!

Picnic. The game customers will be bugging you for.

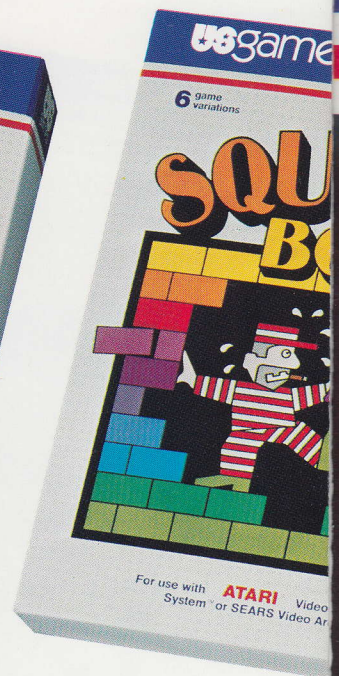


## Piece 'O Cake! It puts the frosting on video games!

Baking? A piece of cake? Well, let's just say it's not as easy as pie! At least not for the player of this game. It's one that'll really get him cookin' ... stacking up points for every layer of cake he plops on a platter ... then tops with a cherry before they splatter on the production line.

The better the baker, the faster that line moves ... until he can't stand the heat and gets out of the kitchen.

Piece 'O Cake could just be your recipe to some mighty sweet sales!

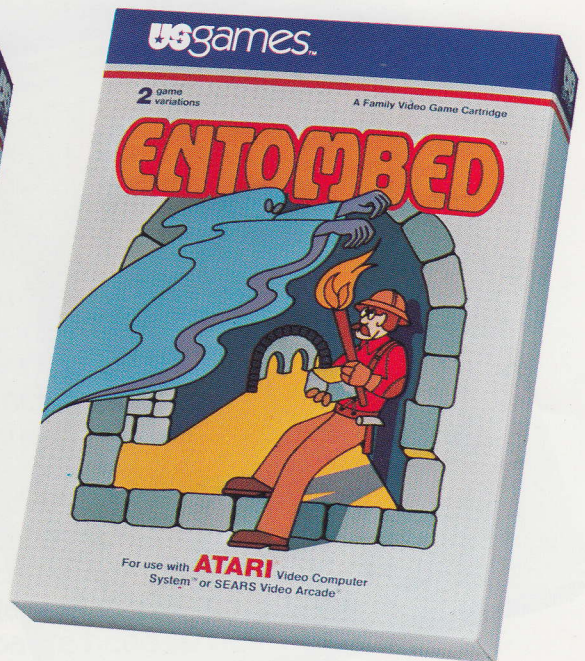
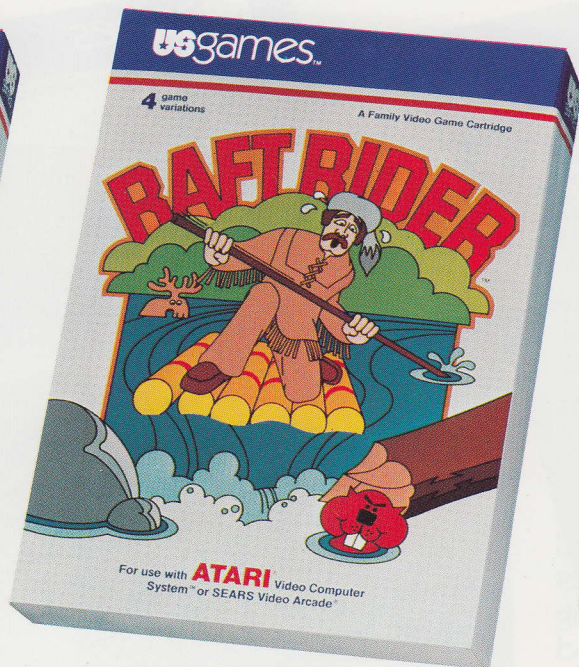


## Squeeze A real video "breakthrough"

Squeeze Box is a new type of escape game! A penguin bird is shooting like a bullet his way through the maze. Those walls are closing in! The faster he is, the more he can come ... jail after jail. The outcome a real "tight" game!

Squeeze Box. A real breakthrough from the usual.

# new \$\$\$\$!



## Box! game gh"!

s the ultimate in  
pistol-packin' jail-  
e crazy to break  
e jail walls... while  
osing in on him!  
e quicker they  
e jail. With the  
ght squeeze!"  
An escape from

## Raft Rider! A most current video game!

Raft Rider is the video game that's out to flood you with customers... because it's one video game that's full of adventure after adventure after adventure... the player must wind his way through white water avoiding rugged rocks, a malicious moose and a bunch of branches downed by a busy beaver. If he's skillful enough he'll be rewarded in gold... paying his way into the wilderness.

Raft Rider. An action-packed game that may drown you in sales.

## Entombed! A mazing game!

Entombed is a game that's so action-packed, your customers will be dying to play. It's a totally different kind of maze game that puts the player deep inside creepy catacombs to be chased by creepy critters. The player's only salvation is the secret "make-break." He must grab them to break down barriers... or to build another behind him. Unfortunately, the longer he survives the faster he has to move.

Entombed. So exciting, you may be buried in sales!

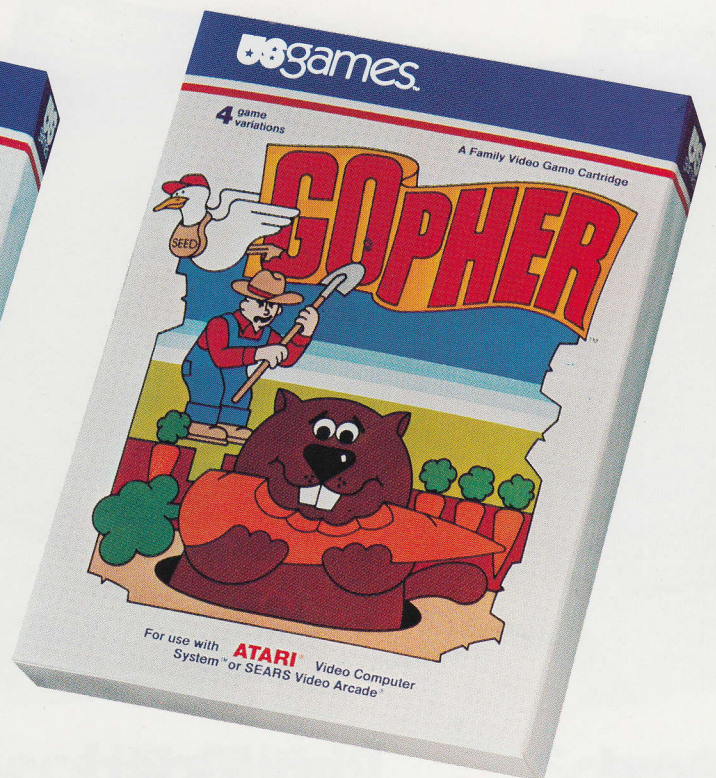
# new games!



## Eggomania! A game that the family'll flock for!

Eggomania is a fun-filled game the family'll love! With a funny feathered fowl bombing a bedeviled blue bear with dozens of colored eggs! The players only defense is to catch the cluck's cargo then bomb the bird back hoping to cook that chicken's goose.

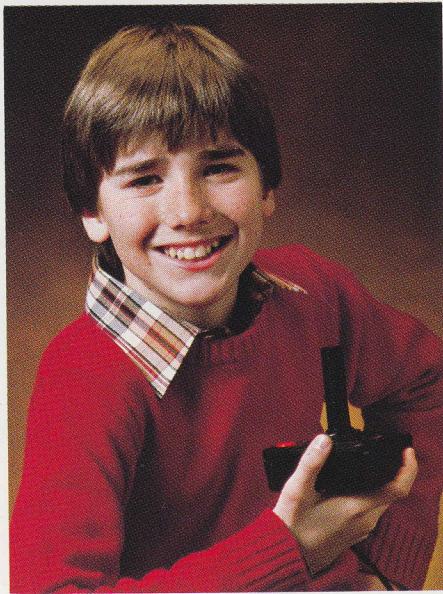
Eggomania is one crazy cartridge for kids and adults alike. A game that's sure to have the family flocking to your store!



## Gopher! Players will gopher it!

With two goofy gophers launching a merciless assault on the player's carrot patch . . . tunneling up and out from underground over and over and over. The player must shoo them with his shovel! Fill in their holes! Then catch a seed from a silly duck overhead to plant another patch of prized carrots.

# action!!!!



Video games? I love 'em. All my friends, too. Buying 'em all the time... or gettin' our moms to. Had a problem for a while though... lot of the stuff seemed the same. And we wanted somethin' different.

Then, Jimmy, he's my best friend, he found a whole bunch of neat games at this

one store he went to. U.S. Games games. Called 'em the Action-Adventure Series! And wow! I can see why... non-stop excitement! I mean, we're **always** playing 'em... and **always** findin' 'em fun! And really different!

My favorite one now? M\*A\*D — Missile Attack and Defense. It's **really** somethin' else! Only two-player space game I know that lets me battle head to head with Jimmy... course, then one of us is always gettin' mad 'cause of M\*A\*D... but still, we play it!

It's the same with all the U.S. Games games. We play 'em and play 'em and play 'em and then we come back and play 'em some more. 'Cause they're not the same old stuff.

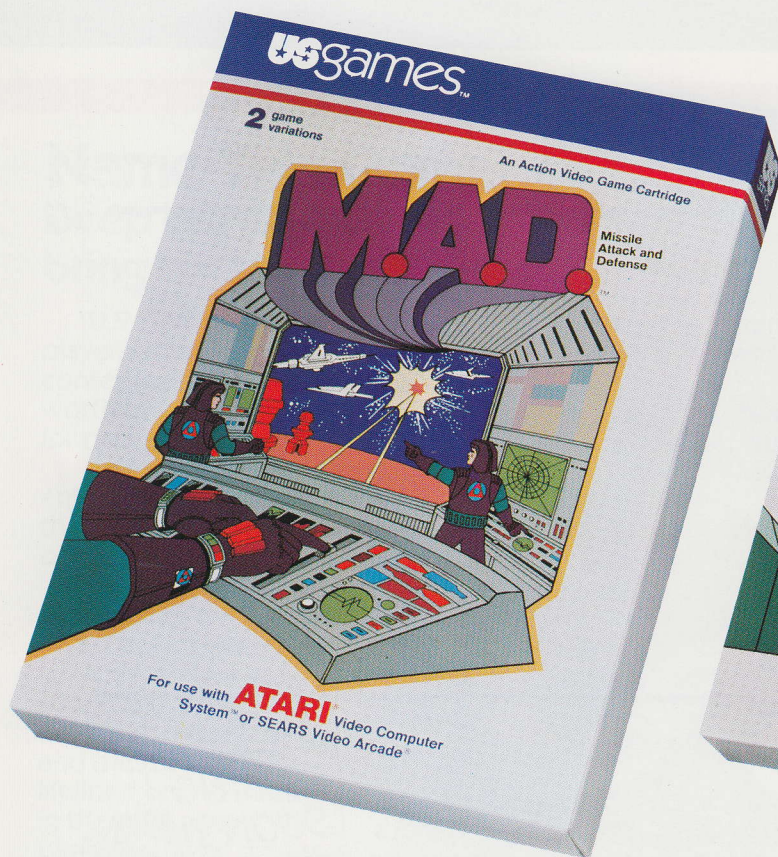
Video games? You bet I love 'em... especially if they're U.S. Games games!

Gotta go! Jimmy's pluggin' one in now!

*Timmy T. Teenager*



# adventure!★



## **M\*A\*D** It could drive your customers...MAD!

Missile Attack and Defense. The only space game that lets two players battle head to head. With one player defending his future civilization's energy supply against waves of devious attack missiles guided by the second player. First they defend... then they attack... but they're always trying to survive.

A terrific challenge for two! Or one against the computer.

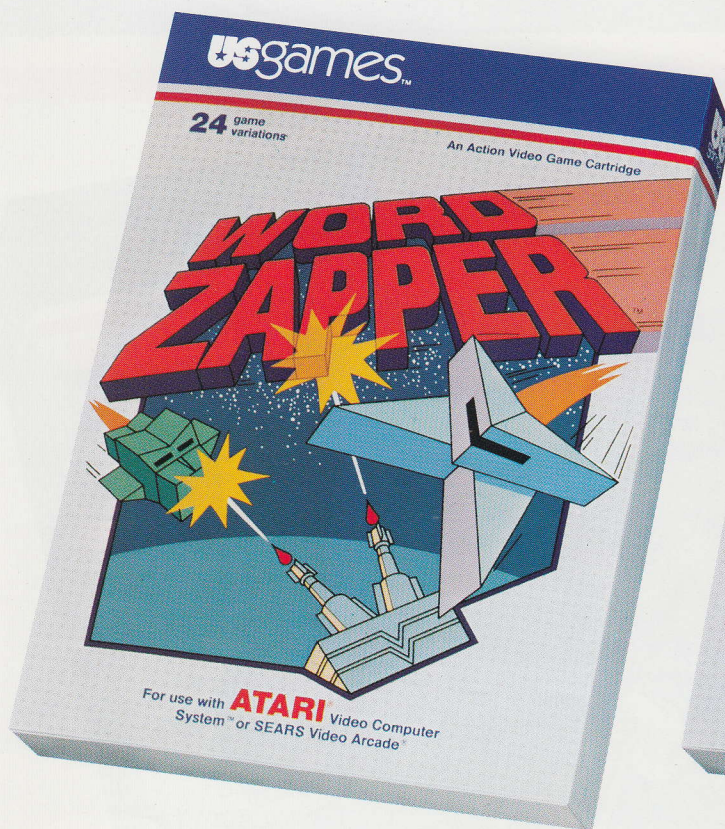


## **Commando Raid!** It's a real blast!

Commando Raid is the one video game giving the player action above and below. With attack choppers dropping android parachutists... fighter bombers delivering payload after payload... and commandos tunneling underground. Only the player's quick eye and hopefully even quicker finger can hold off wave after wave after wave...

A real answer to a customer's video game boredom.

# excitement!!!



## Word Zapper! As easy as A,B,C???

TV GUIDE named Word Zapper as one of the 20 best video games! No wonder... Word Zapper moves!

The player's got to fire left and fire right to destroy the enemy. One hit by the Doomsday asteroid and his saucer blows! And that's just defense. To win he's got to fire overhead to blast away three words of an alien language in just 99 seconds. Can he beat Word Zapper... then... can anybody?

Obviously, this game spells sales!



## Towering Inferno!™ One hot game!

Towering Inferno is the movie made into a flame-filled maze! Named one of the 50 best by GAMES Magazine.

"Towering Inferno... offers plenty of solid arcading!"

There are innocent occupants on every floor with no way out... unless the player's skill as a fire-fighter are enough to fly these families to freedom!

"It's fast, exciting and different enough from the typical cartridge... It's a well-done enjoyable contest!"

Your customers will just call it "hot!"

# adventure!★

## Name-This-Game! Deep sea dive could bring big bucks!

U.S. Games is giving video game players a chance to win a \$10,000 contest prize or one of \$50,000 worth of sweepstakes prizes just for naming this game.

And because you carry the entry forms, it's a promotion that's sure to generate a lot of retail store traffic.

What's the game? A player dives deep into outraged ocean waters, safeguards a sunken sea chest, shoots at a shifty shark, angers an ugly octopus, and tries to reach the lifeline from his buddy in the boat above. The player could be dinner or drown in desperation... unless he's careful... or awfully quick.





# Jonathan Winters joins the U.S. Games family!

## Advertising

Jonathan Winters has joined U.S. Games for one of the most exciting, dynamic, creative and fun advertising campaigns ever!

His comedy style appeals to all ages and his celebrity status will make this campaign the most attention-getting and memorable one yet!

In the first half of 1983, Jonathan Winters will appear on TV and in national magazine ads as part of a comprehensive advertising program.

For co-op advertising, not only will you receive a healthy co-op allowance for 1983, but if you just follow some simple guidelines, U.S. Games could pay up to 100% of the advertising costs and will provide artwork, slicks, copy, all you need to put together your own super campaign.

In advertising, merchandising and promotions, U.S. Games is going all out in 1983 — to generate brand awareness, loyalty and retail store traffic!

## Promotions

For 1983 U.S. Games is offering a promotional package that just may surpass any other. A package that's geared toward bringing that all-family market into your retail store. Like:

1) Name-This-Game Sweepstakes... where entrants are eligible to win a \$10,000 contest prize of one of \$50,000 worth of sweepstakes prizes just for naming a

game. And because you carry the entry forms, it's a promotion that's sure to generate a lot of retail store traffic.

And 2) This Spring's Pink Panther Promotion for the new Pink Panther game! A whole lot of hoopla for one crazy cartridge, that's sure to be a star in your store!



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## Guarantees

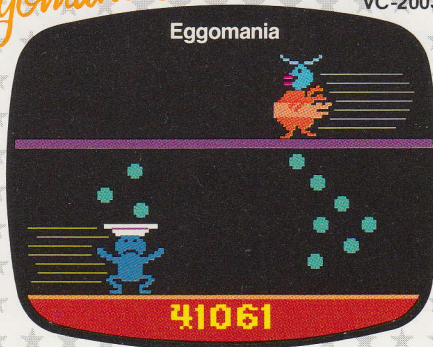
U.S. Games feels so confident about its games... so sure that once your customer's tried one he'll return for more... that it's offering a money-back guarantee. That means if a customer isn't satisfied with a U.S. Games

game, U.S. Games will buy it back.

And that means "no risk" buying for consumers... for more trial use of U.S. Games cartridges... and more sales dollars for you!

*Eggomania*

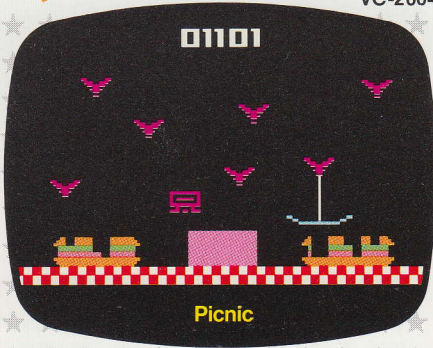
VC-2003



It's the strangest lookin' varmit you've ever seen... it's **Eggomania's** weird bird! The weird bird just loves to lay eggs, so watch out: if an egg hits the floor before you can catch it, the yolk's on you! Think you've got a clear shot at the crafty critter? Have at it, and watch those feathers fly! Get **Eggomania** and get egg-actly what you want: great graphics — great musical fun—and real high-flyin' egg-citement for the whole brood.

*Picnic*

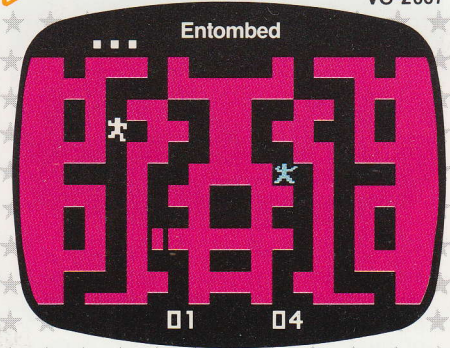
VC-2004



The musical, swarmy sound lets you know—the flies are attacking! If you want to save your pretty picnic, you'd better man the flyswatter paddles and have no mercy on these food filching fly guys! You want to get them before their food rays laser down and demolish your meal, but can you score bonus points by knocking them into the fly trap at center screen? If you've defended lunch so far, then you have only one last problem—the superbug—actually a rather large problem... see how smashing a video game can be with U.S. Games **Picnic**.

*Entombed*

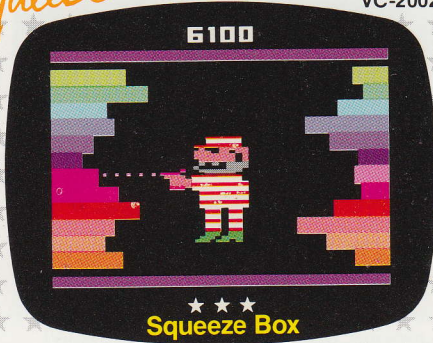
VC-2007



Pha-roah-scious fun and high adventure await you when you enter the pharaoh's tomb. Your skill in maneuvering through eerie maze-like catacombs can help you—but you really need the magic power to make and break through walls to survive for long! That means contacting the mysterious power-giving floating panels. If you're lucky the tomb's malicious mummy won't interfere. If he does, you won't be able to "return from the grave." Challenge the supernatural—try to outwit the curse of the tomb. Are you a man or a mummy?

*Squeeze Box*

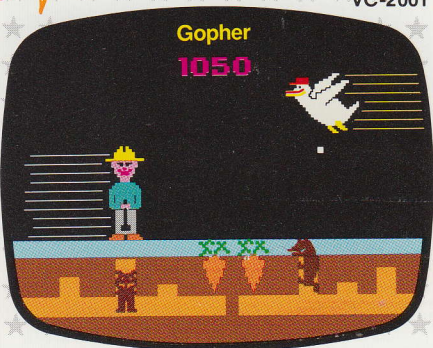
VC-2002



The radiance of the rainbow colored bars may dazzle you—but watch out—they're deadly and will smash you out of existence! And as usual with U.S. Games, that's not all! If you can't shoot your way out to freedom there'll be the devil to pay! See what happens when you face the unique challenge of **Squeeze Box**, the latest red hot game from U.S. Games.

*Gopher*

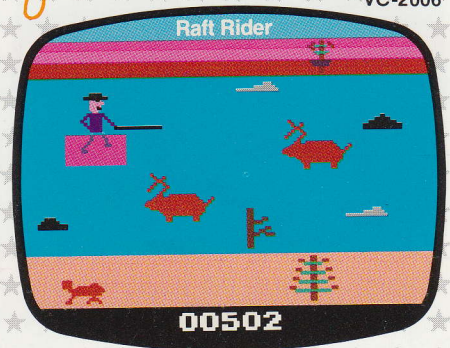
VC-2001



It's subterranean sabotage! Your entire crop of carrots is under seige by a pack of the meanest, hungriest, sneakiest gophers you've ever seen. These terrors of the terra know no fear, so be careful they don't eat you out of house and home. Got your Gopher Bonker ready? Deal that gopher a nasty blow, but don't miss, or he'll tunnel even closer and faster to your precious produce. **Gopher...** you'll really go-ph-er this one!

*Raft Rider*

VC-2006



It's a picture perfect day and taking a relaxing raft ride down the river seems like just the thing... until nature takes a nasty turn! That beautiful wild river conceals big red moose that can knock you off, beavers that cut down trees in your path, and rocks that seem to be everywhere. Get your outdoor exercise the easy way—right in your living room—with this outstanding and challenging fun adventure from U.S. Games.

*Piece O'Cake*

VC-2005



Batter up? Then get ready baker man...you'd better make those cakes as fast as you can. Empty plates — waiting to be filled—come faster and faster down the assembly line and you must pick up and stack the scrumptious layers at the right time to keep production going. But a few mistakes or fallen cakes and it's all over. That's the breaks!

*Commando Raid*



VC-1004

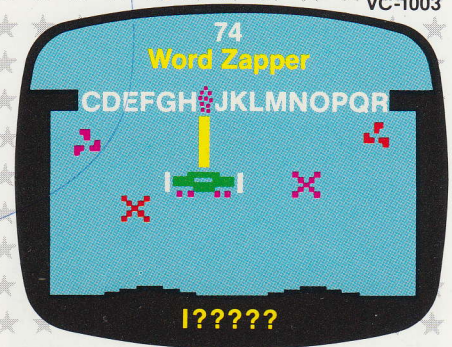
The battle rages on ... the enemy is everywhere ... the sounds of the siege surround you ... and it's up to you to protect your position at all costs. Out of the sky they come — bombers, paratroopers, jet fighters — shoot them down before they annihilate you! If a paratrooper lands, he will advance on foot ... with enough reinforcements, he will take your post by storm! **Commando Raid** is front line fun for warriors of all ages.

*(Apr 29.95 New List)  
19.95 Old List)*

*New Controller  
Name game*

*Price Suggested  
10.00*

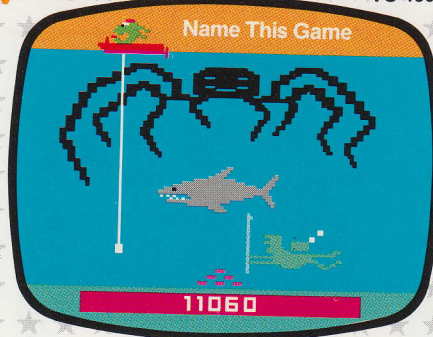
*Word Zapper*



VC-1003

Flash! You've got to be quick to play **Word Zapper**. Flash! A word appears on the screen ... now it's gone. Can you put it back together? You're given lots of letters and blank spaces, but there's one catch: you must fire your letter into place with the aid of a Word Cannon. If you miss, the computer lets you know loud and clear! A new mind twisting challenge guaranteed to leave you spellbound.

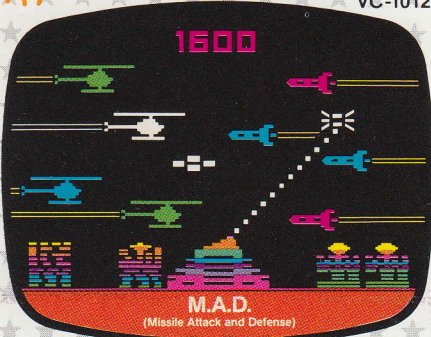
*Name this Game*



VC-1007

Can you turn the tide as waving octopus tentacles descend to ink you out? Can you fend off the fiendishly clever, always hungry, always faster moving, man-eating shark? And don't forget about oxygen, can you really keep your life "on the line"? In the end, will you live to spend all that muddy money you're guarding on the ocean bottom? Well, play the game, give it a name, and U.S. Games will enter you in an innovative sweepstakes that offers cash prizes up to \$10,000 and the chance to get your name suggestion on the real cartridge box. You may have a lot more than your ocean treasure to spend—and that's no fish story!

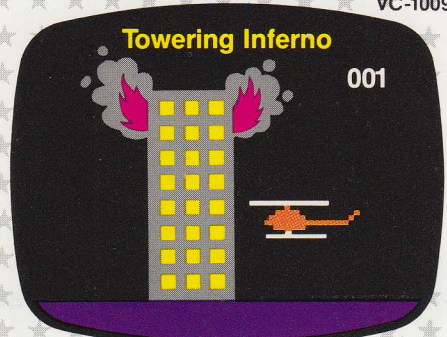
*M.A.D. (Missile Attack and Defense)*



VC-1012

Want some real two player action? Then get **M.A.D.**! It's double the action and twice the fun because players can actually play against one another—at the same time—in the latest innovative strategy from U.S. Games. It's mad but marvelous excitement when the enemy sends his fleet of helicopters and city destroying missiles into your defense area but even *more* intense when your opponent uses the automatic targeting device to increase the accuracy of his forces. See if you can stand the competition when you get **M.A.D.**

*Towering Inferno*



VC-1009

Sirens blare. Alarms sound. The Plaza Skyscraper is ablaze and hundreds are trapped on its upper floors! A veteran firefighter, you race to the scene and take a helicopter to the rooftop. Quickly, you dispatch your men to battle the deadly flames. Smoke engulfs the passageway ... flames crackle and dance dangerously close to you. When the passage clears, flee to the rooftop helicopter and escape with as many survivors as possible. **Towering Inferno** is one game guaranteed to heat you up!