

Gary - routes from Cookie Monster test - Congratulations!

Steve

Parent Perceptions

Below you will find a "Parent Perception" from each of the ten families.

* A mother of two children, aged 7 and 9, from the Upper East Side of Manhattan was very enthusiastic about the game. She summed it up with "I think everything is excellent! We thought it was great! We want to keep it. My 9-year old son read the book and told everybody how to play. He also read the story and read some of it out loud... They loved it and it didn't seem to lose that appeal. They just loved the image of Cookie Monster - he's sort of a friendly giant... I think there's a lot of educational value, the concept of right and left, and the hand-eye coordination... The Cookie Monster eating was hysterical and the way he gets faster, and the way he rolls his eyes at the end! (The music) is very catchy, and it has its own sound, which is good. It's distinct from any of the other games. It's brilliant for the 5-year-olds. It's wonderful for the 7-year-olds too! This is the first thing turned on in the morning... and we have 15 or 16 other tapes here."

* A mother of two boys aged, $3\frac{1}{2}$ and $8\frac{1}{2}$, from Roosevelt Island was delighted to find that a 3-year-old's game was finally entering the Atari marketplace. She explained, "For my 3-year-old, this is the first instance that he's felt that something is really his. They always called it "Kevin's game"!"

* In a Manhattan Upper West Side apartment, a mother of two children, aged 3 and 6, was also pleased to find a game her 3-year-old could play with and maneuver through. "I think the game could easily be introduced to young 3's... For the 3-year-old, it was very easy to learn the first

three games. Without the joystick it was very easy to coordinate the movement - the up and down and the left and the right movement very easily. It was very easy for him to catch on. He can't do a joystick with those same motions at all. It's a lot harder for him." She also was delighted by the game's appeal to her young child, "First thing he wanted to do when Sesame Street was finished... He jumps up and down. He loves the graphics. Those are great! He loves watching Cookie Monster eat the cookie." For both children, "It's something they want to have. They think its neat! The graphics are great...The older one (6) sees it as competition when he is Cookie Kid, and gets mad when Cookie Monster gets the cookie. My younger one (3) likes the cookie sound when he eats."

* A mother of two children, aged $3\frac{1}{2}$ and $10\frac{1}{2}$ from Roosevelt Island praised the game and its appeal to a wide age range. "From the second you left, my son (aged $10\frac{1}{2}$) ran in and played and I never even read it. They're playing so much it'll be worn out by the time you get it back!... The age on it is really very, very large. That's good. I was surprised. It's good for them to use left and right and learn it and follow mazes - left, right, up and down... I had to pull them away from the game! Great fun... It's a terrific game... It has a very broad age range, from 3 - 13." And she added, "I loved when Cookie Monster ate the cookies in the end!"

* Another mother in Roosevelt Island, with children ages $3\frac{1}{2}$ and $6\frac{1}{2}$, also raved about Cookie Monster Munch. She found it appropriate, and

different, for each of her children. "They enjoy playing very much. My 6½-year-old is really attracted to it, even though I thought he might not be; and my 3½-year-old really loves it! You really have something here... The 3½-year-old found the visual effects of the Cookie Monster munching cookies exciting. And she was excited when a cookie would be picked up, and dropped in the jar, and the way the lid turned. And the Cookie Kid. All the kids were just wild about him! I think they liked the thrill of the chase. It was nice because it was a controlled chase. It wasn't one they had no chance of winning. It wasn't a panicky chase. A couple of the kids really liked the music - they danced to the music!" In addition, she also praised the manual activities, and the "sense of accomplishment" the game afforded her children. In short, she concluded, "What I thought the strength of this particular game was that a child aged 3½ could enjoy it as much as a child aged 6½, but for very different reasons."

* A father of a soon-to-be-3-year-old boy in Manhattan's Upper East Side described his son's interaction as follows, "He enjoyed the total thing - the experience. He enjoyed the sound when Cookie Monster goes over the fence." Describing his child as inquisitive, the father thought that the game was valuable for his son because "There's some value in figuring out how things work and going through mazes and the like. And I think there's some value in understanding how they work and how the monster actually moves around and the left, right, up, and down."

* In Chinatown, a mother of three children described the educational value in an interesting way. To her, the game involved learning several things. "You try to get the children to learn something. It's not just for fun purpose. This is the difference. You're teaching them direction, objects, and operating something. Teaching them patience too - how to help Monster get to the right place."

* Obviously pleased with the CCW/Atari product, a mother of two children, aged 6 and 8, from Harlem told us that it's a "Good idea to use Cookie Monster in Atari games. Ingenius. Every kids knows Sesame Street." She also particularly enjoyed the print material, "The manual is so plain I think even a child could do it... Very clear and concise. The Parent's Note told you the value of it. If a child couldn't read he could see what to do from the pictures. Colors make a big difference."

* In Queens, a soon-to-be-8-year-old girl raved about the Cookie Monster story in the manual. She delighted in reading the story aloud and performing her "Cookie Monster Cowabunga" imitation for us (Queens accent and all). Meanwhile, her mother described the musical appeal of the game for the girls. "Oh the music - they hum it. It was the 11-year-old's turn to play and the 7-year-old started dancing to it. They thought it was Charlie Chaplin music - they love it."

* Another Queens mother, whose family owns 27 Atari cartridges and borrows others from neighbors, loved the game. She enthusiastically responded, "I love it... I have not found anything wrong with it." More specifically, she added, "My daughter's (age 6) thrilled with it. When

he eats the cookie and wriggles those eyes - they giggle. It's adorable, they love the nonsense." In short, "I recommend it to everyone."