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For Immediate Release

Model No. VC1004

News

LONE GUNNER BATTLES

INVADING ANDROIDS

SANTA CLARA, Calif. -- The sky over the city grows dark as helicopters filled with android paratroopers suddenly unleash their deadly cargo on the unsuspecting populace.

Only a lone gunner manning his outpost at the center of the city can repel the invaders. But, the odds are long. The paratroopers are descending around him and, if they capture one of the city's buildings, they will tunnel under his emplacement and destroy his gun.

To make matters worse, a bomber appears over the horizon with a devastating bomb that will destroy all buildings and the gun emplacement.

Only a skilled video game player controlling U.S. Games' Commando Raid can save the city.

Commando Raid is one of the Action and Adventure Series of full-color home video cartridges produced by U.S. Games compatible with the Atari Video Computer Systems and Sears Tele-Game Video Arcade. With six variations of the basic game, the player must deftly pick off paratroopers and destroy the bomb or bomber before it annihilates the city. As each wave of paratroopers and bombers is stopped, a new wave appears dropping more paratroopers and bombs.

(more)

INVADING ANDROIDS
Add One

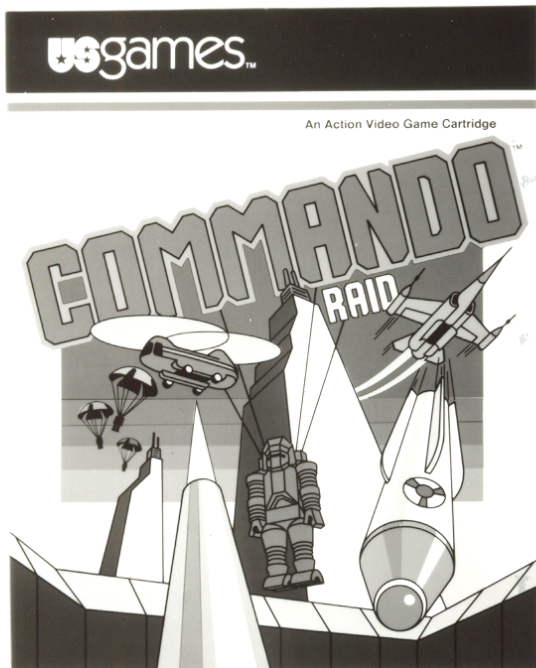
Commando Raid retails for \$29.95 and is available at retail outlets throughout the country.

U.S. Games Corp., a subsidiary of The Quaker Oats Company and a companion company of Fisher-Price, is a leading manufacturer of home video game cartridges.

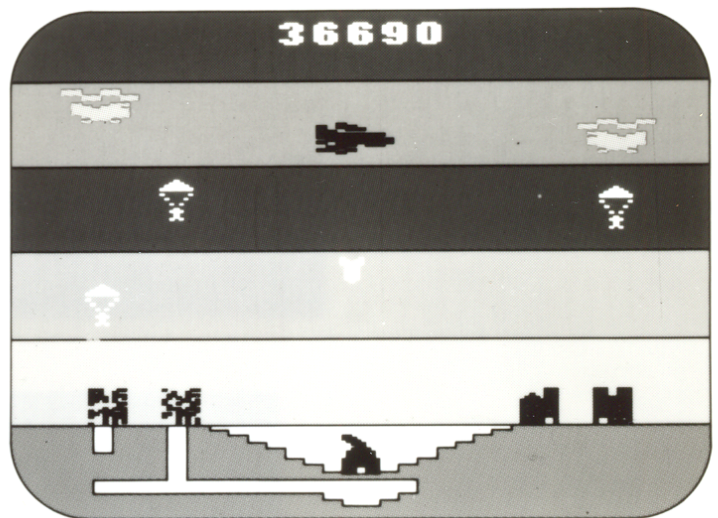
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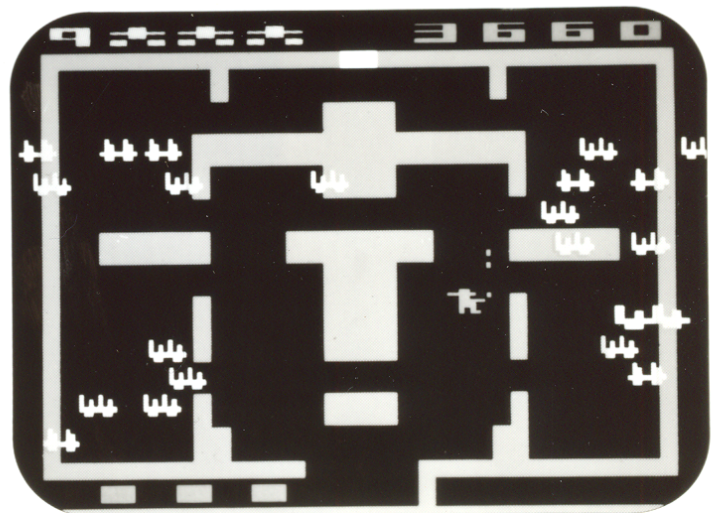
U.S. Games Corp.



Commando Raid
VC 1004



Towering Inferno
VC 1009



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For Immediate Release

Model No. VC2003

BLUE BEAR GETS BEST
OF EGG-DROPPING TURKEY

SANTA CLARA, Calif. -- The smartest blue bear in the circus has just burrowed his way out of his cage and hightailed it for the woods. The problem is he's hungry.

Suddenly a wiseacre feathered turkey appears on an overhanging tree limb and begins to drop the bear's favorite food -- eggs. Using his circus top hat to catch the eggs, the bear ignores the taunts of the fowl and snares the falling orbs.

After catching the eggs, the bear throws some back at the noisy bird to get even for the jibes.

Will the blue bear get his just deserts? Only a video game player with a keen sense of humor controlling U.S. Games' Eggomania will find out.

Eggomania is part of the Family Fun Series of full-color home video game cartridges produced by U.S. Games for use with the Atari Video Computer Systems and Sears Tele-Game Video Arcade.

One to four players use the paddle control to guide the blue bear's movements underneath the falling eggs. The bear has either a large or small top hat and must catch all the eggs in a wave to win the opportunity to fire the eggs back at the weird fowl.

(more)

BEAR VS. TURKEY
Add One

An accurate throw results in an embarrassed and flustered bird, but if the bear can't catch the eggs, the yolk's on him as he is up to his paws, neck and body with the sticky substance.

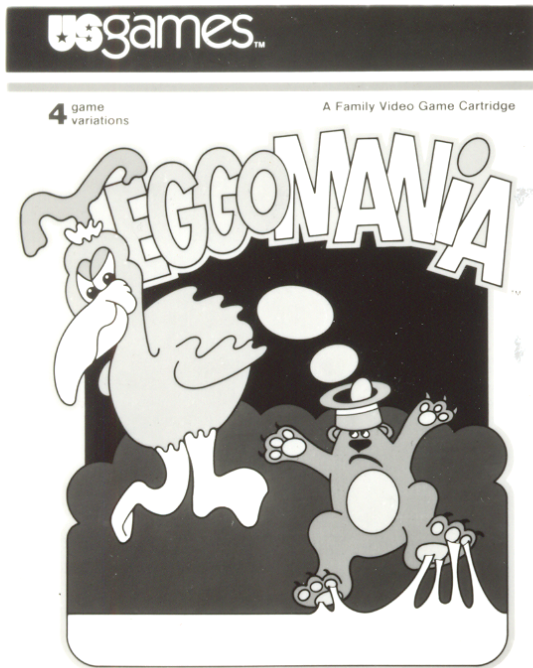
Eggomania retails for \$29.95 at retail outlets throughout the country.

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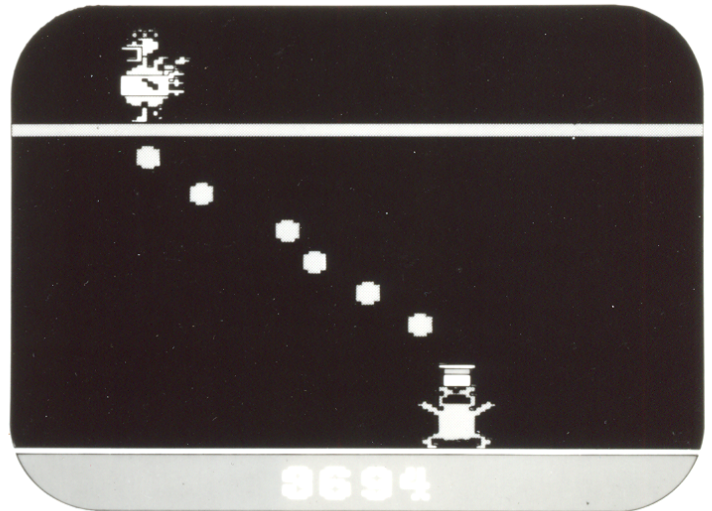
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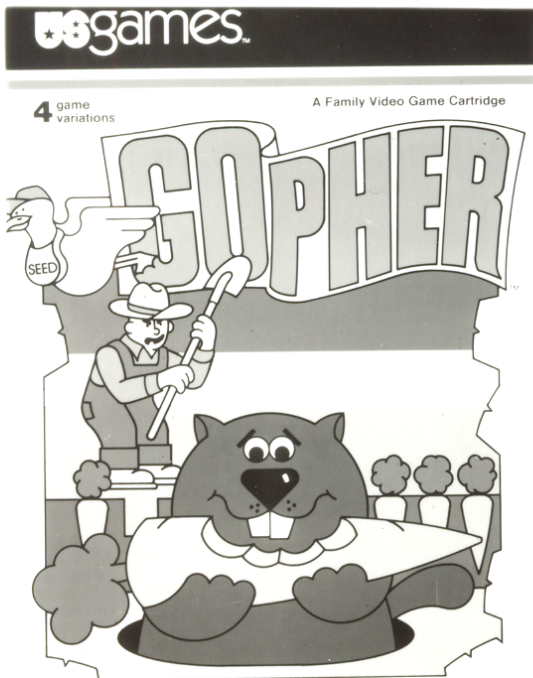
U.S. Games Corp.



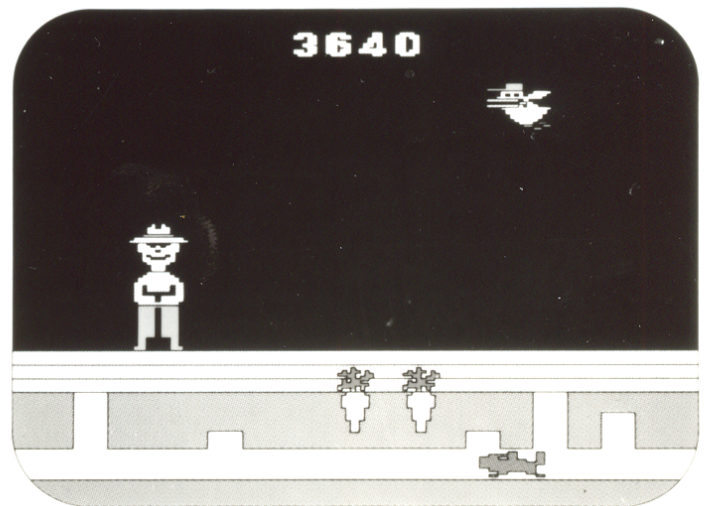
For use with **ATARI** Video Computer System™ or SEARS Video Arcade®



Eggomania
VC 2003



For use with **ATARI** Video Computer System™ or SEARS Video Arcade®



Gopher
VC 2001

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For Immediate Release

Model No. VC2007

FAMED ARCHAEOLOGIST
DISCOVERS TOMB OF THE PHANTOM

SANTA CLARA, Calif. -- Noted archaeologist, Sir Harold Pippingsly, has just discovered the long-lost Tomb of the Phantom and has entered its darkened corridors.

As he gropes his way through the ancient passageways, an eerie cry shatters the musty air.

What could it be? Only a sharp-eye video game player controlling U.S. Games' Entombed can find out.

Entombed is one of the Family Fun Series of full-color home video game cartridges produced by U.S. Games for use with the Atari Video Computer System and Sears Tele-Game Video Arcade.

A one- or two-player game designed to be the ultimate maze game, Entombed pits the single player through a twisting maze that scrolls vertically from the bottom to the top of the screen.

The player must grope through the maze to find an escape route at the bottom of the screen. Since the field of view is just in front of the character, the challenge is to avoid countless dead ends.

However, if caught in one, it is sometimes possible to cut a path through a wall by depressing the fire button.

(more)

TOMB OF PHANTOM
Add One

While groping through the maze, a "Phantom" is tracking the player and can "zap" him if touched.

In the two-player version, the object is to maneuver through the maze, with the player who survives the longest winning the game.

In both instances, a player is eliminated if trapped and scrolled off the top of the screen.

Entombed retails for \$29.95 and is available at retail outlets throughout the country.

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For Immediate Release

Model No. VC2001

FARMER DEFENDS CARROTS

FROM MARAUDING GOPHER

SANTA CLARA, Calif. -- A hard-working farmer is trying to raise the best carrots in the county, but a pesky marauding gopher is constantly trying to steal his crop and carry it off to his underground home.

Can the farmer save his carrots? Only a deft video game player controlling U.S. Games' Gopher can find out.

Gopher is one of the Family Fun Series of full-color home video game cartridges produced by U.S. Games for use with the Atari Video Computer System and Sears Tele-Game Video Arcade.

A one- or two-player game, Gopher pits the farmer against gophers burrowing underneath his patch of three carrots. The gophers are constantly moving underground, digging escape holes to the surface where they can dash out and steal a carrot.

The farmer must protect his carrots by either filling in the fresh gopher holes or bonking the gopher as he sticks his head above ground or makes a dash for the carrots.

(more)

FARMER VS. GOPHER
Add One

The farmer only has three carrots, but he can replenish his supply with the help of a comic duck that flies overhead dropping a carrot seed. If the farmer can catch the seed and replant a carrot, he gains extra time against the wiley gopher.

However, the gopher is smart. He often taunts the farmer with a subterranean raspberry, luring him to a decoy hole while the gopher dashes out of another hole to steal a carrot.

Gopher retails for \$29.95 and is available at retail outlets throughout the country.

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For Immediate Release

Model No. VC1012

PHOTON CANNON BASE

PROTECTS KEY ENERGY STATIONS

SANTA CLARA, Calif. -- It's 300 years into the future and the most sophisticated energy base on planet Earth is under attack by computer-controlled missiles from an alien force.

The earth's most effective weapon is the vaunted photon cannon and its assignment from Central Command is to protect the vital energy supply.

Can the photon cannon stand up to Outer Space's best? Only an experienced commander controlling U.S. Games' M.A.D. (Missile Attack and Defense) can find out.

M.A.D. is one of the Action and Adventure Series of full-color home video game cartridges produced by U.S. Games for use with the Atari Video Computer System and Sears Tele-Game Video Arcade.

Players can pit themselves against the computer-controlled missiles or, let another player guide the missile and do battle head to head. The missiles come in waves above the energy stations and dive headlong into their targets.

The photon cannon must knock the attackers away before they destroy their targets and render the cannon inoperative. As each wave is destroyed, it is replaced with another, more aggressive wave.

(more)

PHONTON CANNON
Add One

M.A.D. retails for \$29.95 and is available at retail outlets throughout the country.

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For Immediate Release

U.S. GAMES DEEP-SEA DIVER

COULD NET \$10,000 TREASURE

SANTA CLARA, Calif. -- A creative consumer with a flair for the imaginative could net the \$10,000 grand prize treasure with the winning entry in the U.S. Games Name-This-Game Sweepstakes.

U.S. Games is sponsoring the Sweepstakes at the retail level from February 1 through April 30, 1983.

"We've taken one of the most imaginative of the U.S. Games Family Fun games cartridges and are offering it to consumers to develop a name that fits the action," said John C. Belden, vice president/general manager of U.S. Games.

The winning entry will be the most creative name drawn and selected by an independent panel of judges for a deep-sea video game cartridge in which a diver protects a cache of treasure from a circling shark and a slowly descending octopus while continually resupplying a rapidly diminishing oxygen tank. An additional \$10,000 will be awarded to the first name drawn from all entries.

(more)

NAME-THIS-GAME/Trade
Add One

"The game requires a great deal of playing skill," Belden said. "Players must avoid the shark and octopus by firing a spear gun at them while constantly replenishing oxygen -- not an easy task," he added.

Belden said the graphics and sound effects of the untitled game are among the most dramatic in the U.S. Games line. "From the rendition of the shark circling to the windblown hair of the boatsman supplying oxygen, the graphics provide a real sense of excitement," he said.

The promotion will be supported by national magazine and local spot radio advertising, with counter cards and window banners for use at point of purchase.

Some additional specifics:

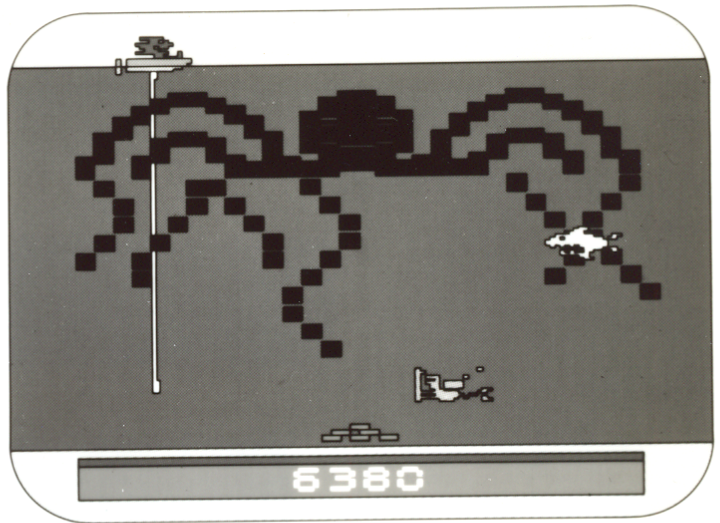
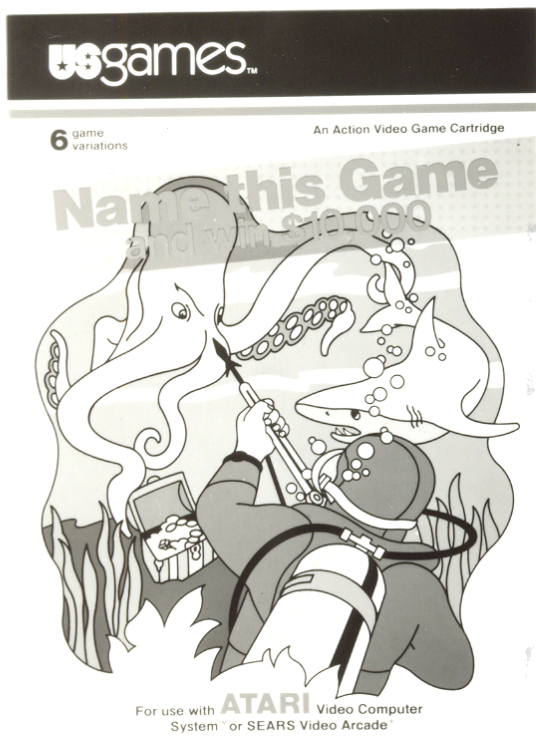
- No purchase is required to enter and entry blanks will be available at the retail level and through U.S. Games;
- An independent panel of judges will select the winning entry drawn, with random drawings determining all other winners;
- | | |
|---------------------|---|
| Grand Prize | \$10,000 |
| First Prize | 10,000 |
| Second Prize | 3,500 |
| Third Prize | 1,500 |
| Fourth Prize (100) | Six-game library of U.S. Games cartridges |
| Fifth Prize (1,000) | U.S. Game cartridge of winner's choice; |
- Contest entries must be postmarked by April 30, 1983.

U.S. Games Corp., a subsidiary of The Quaker Oats Company and a companion company to Fisher-Price, is a leader in developing family-oriented home video game cartridges for use with Atari Video Computer System and Sears Tele-Game Video Arcade.

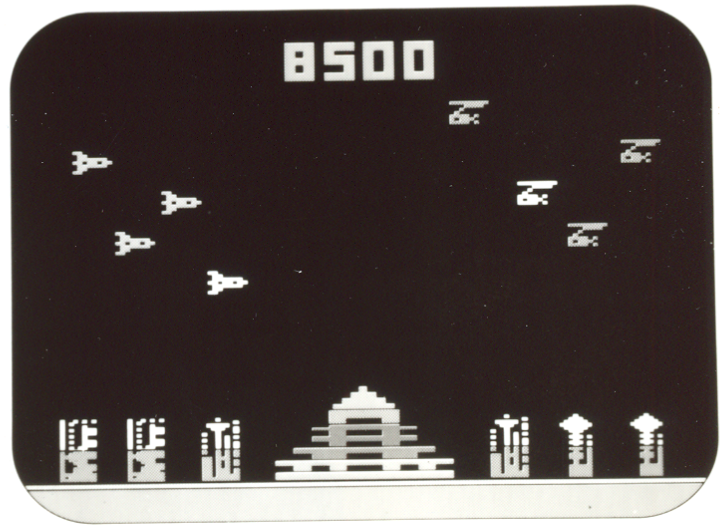
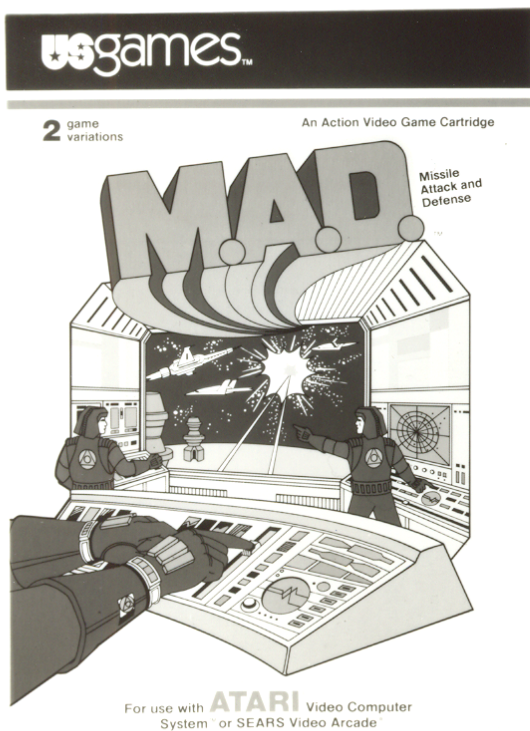
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Name This Game
VC 1007



M.A.D.
VC 1012

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For Immediate Release

Model No. VC2004

RAVENOUS FLIES ATTACK

SUMPTUOUS HAMBURGERS

SANTA CLARA, Calif. -- It's the middle of the summer -- a bright, beautiful day perfect for a picnic in the park. The food is laid out on the checkerboard table cloth with two of the juiciest, most delectable hamburgers serving as the centerpiece of the spread.

Then, without warning, a swarm of flies descends upon the food with mayhem in their eyes. But, the burgers are not unprotected. The quickest, most accurate flyswatter known to man is guarding the food and the flies face a challenge in trying to gobble the goods.

Will the flies devour the burgers? Only a quick-wristed player controlling U.S. Games' Picnic can find out.

Picnic is one of the Family Fun Series of full-color home video game cartridges produced by U.S. Games for use with the Atari Video Computer System and Sears Tele-Game Video Arcade.

Using the paddle control, a player must maneuver the swatter under the hovering fly nearest the hamburgers and swat it into a container in the middle of the screen.

Points are scored for each fly swatted and bonus points are awarded for landing them in the container. After each wave, a more aggressive "Super Bug" attacks the burgers.

(more)

PICNIC
Add One

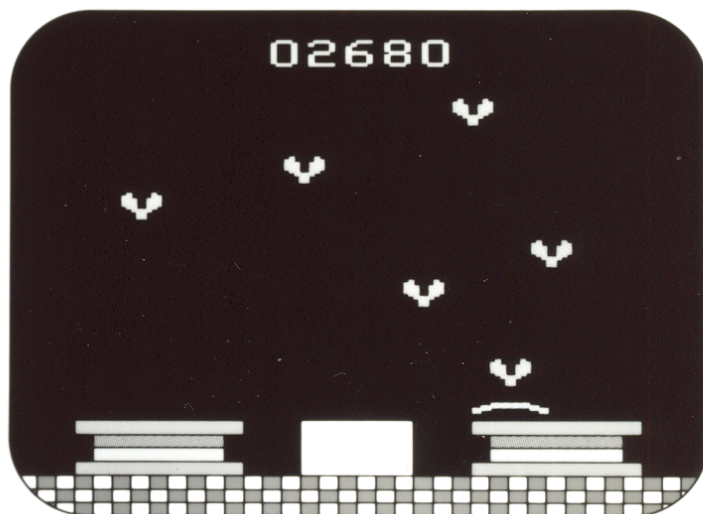
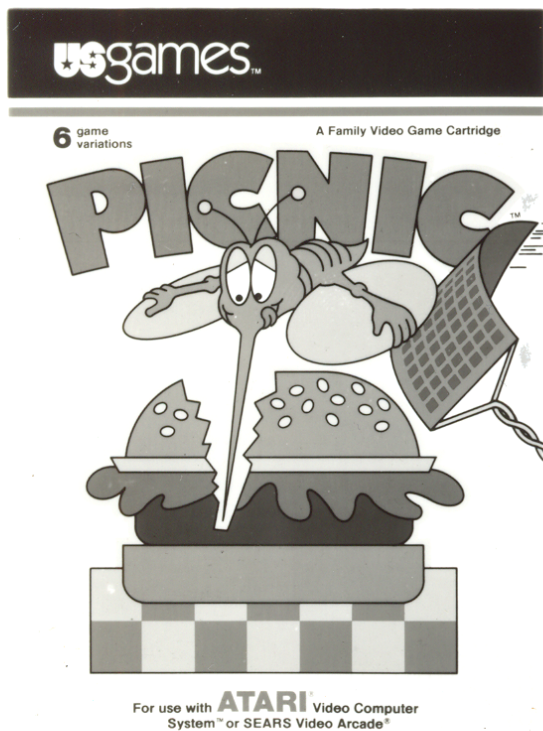
Picnic retails for \$29.95 and is available at retail outlets throughout the country.

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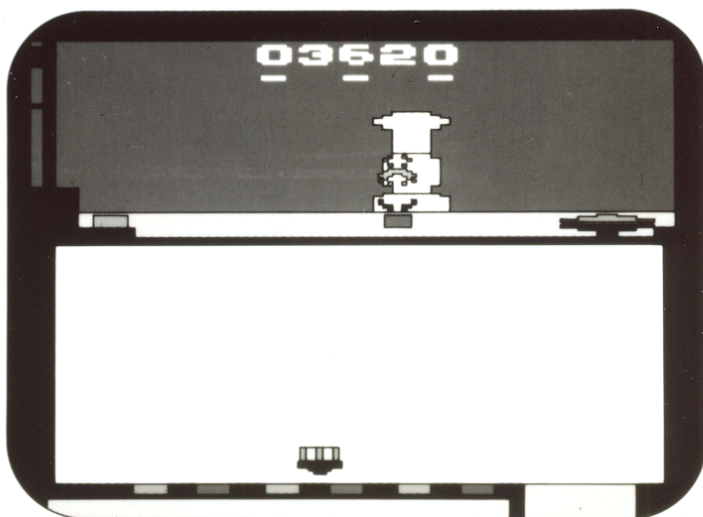
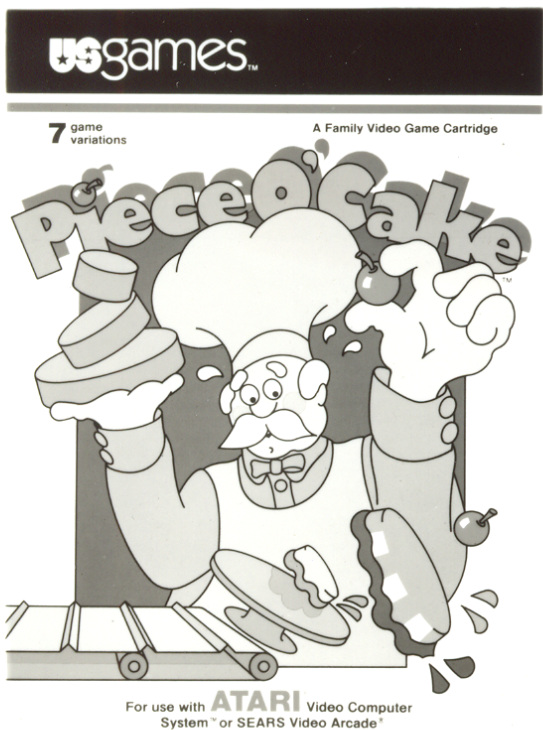
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U.S. Games Corp.



Picnic
VC 2004



Piece O' Cake
VC 2005

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For Immediate Release

Model No. VC2005

BAKER BATTLES BREAKNECK

BELT ON FIRST DAY OF JOB

SANTA CLARA, Calif. -- Jean Claude, the French baker fresh out of baking school, is on his first day at his new job. He's been assigned to stack cakes and cherries at the high speed conveyor belt.

But wait! This is something nobody ever told Jean Claude about back in school. The belt moves at a rapid pace and the neophyte baker is doing all he can to keep the cakes stacked in order without letting them crash on the bakery floor.

Can Jean Claude keep from making a mess? Only a quick-on-the-icing player controlling U.S. Games' Piece O' Cake can prevent it.

Piece O' Cake is one of the Family Fun Series of full-color video games produced by the U.S. Games for use with the Atari Video Computer System and Sears Tele-Game Video Arcade.

Using the paddle control, the player moves the baker above an open conveyor belt where a plate is slowly moving. The baker must pick up a layer of cake on the left of the screen and drop it on the plate as it moves. The baker then moves to the right of the screen and grabs a cherry and drops it on top of the cake.

(more)

BAKER
Add One

A successful completion of this task closes a gap in the conveyor belt and the completed cake moves off the screen to score points for the baker.

As the game progresses, the conveyor belt moves faster and faster, forcing the baker to react to the increased speed or lose a cake. When the baker loses three cakes, the game ends.

Piece O' Cake retails for \$29.95 and is available at retail outlets throughout the country.

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Model No. VC2006

GALLANT RAFTSMAN BRAVES

ROCKY RIVER ROUTE

SANTA CLARA, Calif. -- It's been a successful trapping season for Lucky Pierre, but before the intrepid trapper can rest on his laurels, he must pilot his raft through the most dangerous river in all of The Northwest Territories.

He must avoid rocks, pole past trees left by hungry beavers -- and avoid a moose that keeps popping his head up through the water.

If he's successful, there's gold along the way.

Can he succeed? Only a hardy video game player controlling U.S. Games' Raft Rider can find out.

Raft Rider is one of the Family Fun Series of full-color home video game cartridges produced by U.S. Games for use with the Atari Video Computer System and Sears Tele-Game Video Arcade.

Players must maneuver the raft down the river as far as possible, racking up points for each "mile" traveled. The raft must avoid rocks, trees and a moose in the water to complete the journey successfully. Each collision knocks the rafter into the drink and costs the player a turn. After three turns, the player is eliminated.

(more)

RIVER RAFT
Add One

Along the way there are gold rocks that can be picked up and traded for a new raft (or turn). The final score is based on how far the player has traveled down the river.

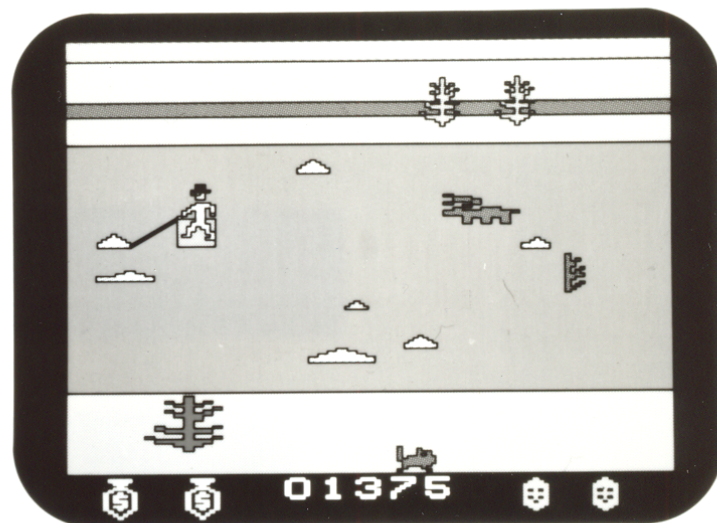
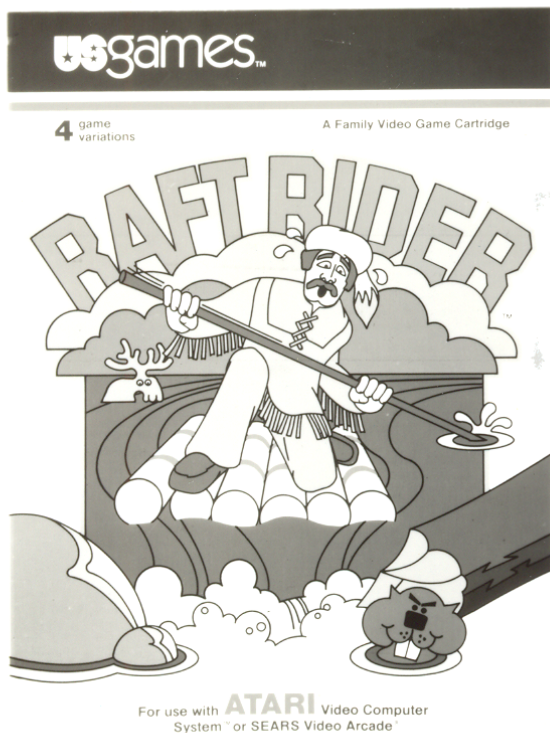
Raft Rider retails for \$29.95 and is available at retail outlets throughout the country.

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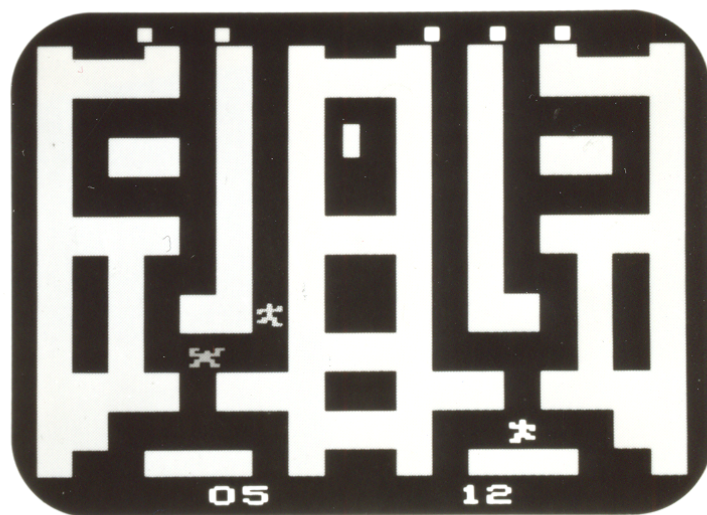
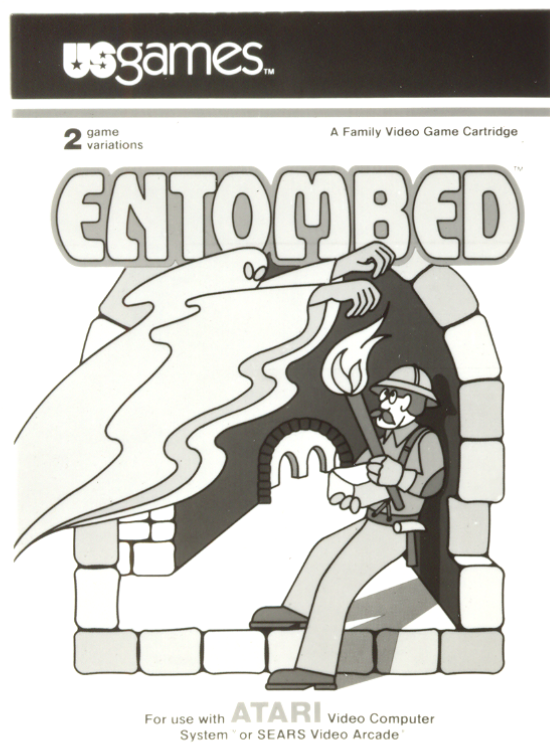
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Raft Rider
VC 2006



Entombed
VC 2007

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For Immediate Release

Model No. VC2002

BUNGLING BARNEY BLASTS

BLOCKS BACK OR BURNS

SANTA CLARA, Calif. -- Bungling Barney, the most inept jailbird in the county calaboose, is in the process of launching another of his usually unsuccessful escape attempts.

This time he's got an incentive. Armed with a special pistol that blasts through blocks, he can see freedom just over the horizon, and if he fails -- there's fire and brimstone awaiting him.

Can Bungling Barney do it? Only a skilled video game player controlling U.S. Games' Squeeze Box can find out.

Squeeze Box is a part of the Family Fun Series of full-color home video game cartridges produced by U.S. Games for use with the Atari Video Computer System and Sears Tele-Game Video Arcade.

The ultimate escape game with six game variations, the pistol-packing jailbird has to shoot out blocks in the wall to avoid being "zinged" by the ever-closing multi-color walls.

Barney racks up points as he shoots away blocks, and, after blasting a hole in the wall, he moves to the next room where the walls close at an even faster rate.

He's got three chances to escape before he faces the "hottest" trip of all.

(more)

BUNGLING BARNEY
Add One

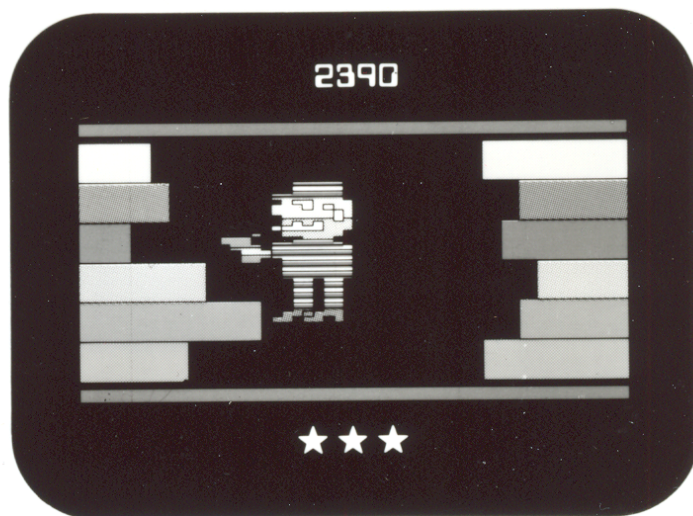
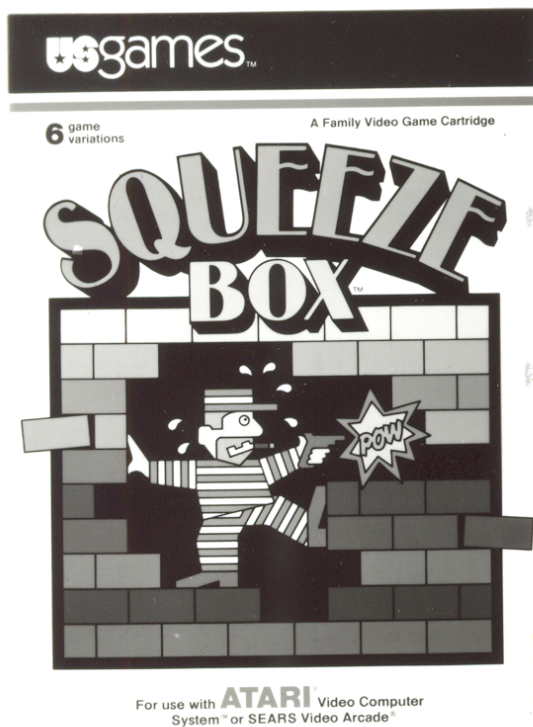
Squeeze Box retails for \$29.95 and is available at retail outlets throughout the country.

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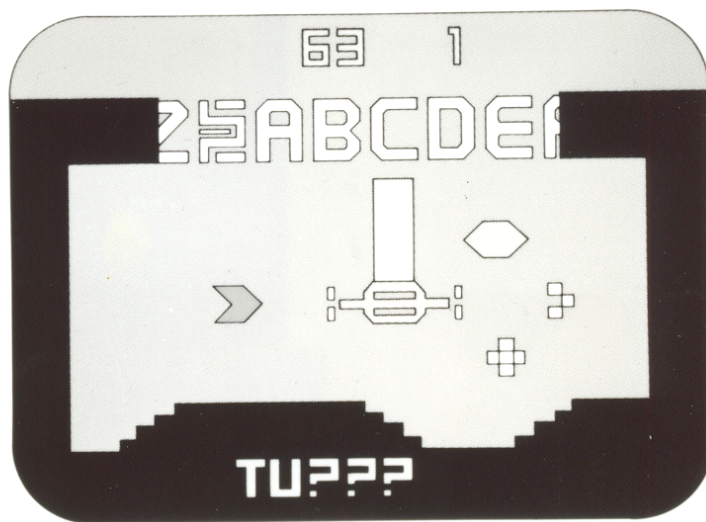
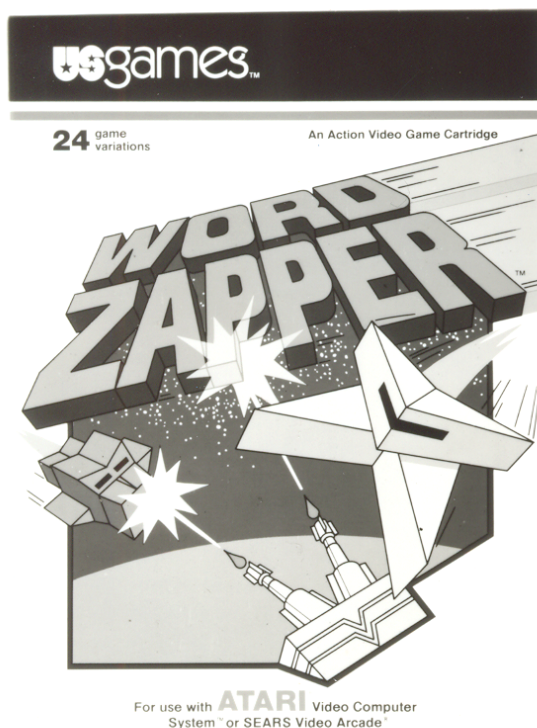
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U.S. Games Corp.



Squeeze Box
VC 2002



Word Zapper
VC 1003

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For Immediate Release

Model No. VC1009

BRAVE FIREFIGHTER RESCUES

TRAPPED HIGH-RISE SURVIVORS

SANTA CLARA, Calif. -- The largest building in the city has caught fire in the middle of the business day. While most of the office workers have escaped, a few have been trapped on each floor.

Only a brave firefighter battling through the blazing corridors can save them.

Can it be done? Only a skilled video game player controlling U.S. Games' Towering Inferno can find out.

Towering Inferno, designed for one or two players, is one of the Action and Adventure Series of full-color home video cartridges produced by U.S. Games for use with the Atari Video Computer System and Sears Tele-Game Video Arcade.

A helicopter carries the firefighter to the top of the blazing building and deposits him at the entrance of a maze-like corridor. The survivors are located behind a glass door at the far end of the maze. Between the firefighter and the glass door are walls of flames that must be either extinguished or avoided to rescue the survivors.

A timer is ticking away, periodically eliminating a survivor, so the firefighter must reach the glass door and return to the waiting helicopter or he and the survivors perish in the flames.

(more)

TOWERING INFERNO
Add One

Points are earned for each flame put out and each survivor rescued.

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For Immediate Release

Model No. VC1003

ZAPPER EVADES ASTEROIDS

TO OVERCOME SCROLLER

SANTA CLARA, Calif. -- The rotary-wing word zapper blasts into space to take on the wily Scroller. Its mission? To blast away enough fast moving letters within 99 seconds to spell three words and attain the rank of "Zapper."

Easier said than done, however, as the Scroller, quick with his letters, and bonkers, zonkers and asteroids -- including the deadly Doomsday Asteroid -- tries to disrupt the mission.

Only the deft maneuvering and sharp eye of a video game player controlling U.S. Games' Word Zapper can overcome the odds and claim the rank of "Zapper."

Word Zapper -- selected Best Educational Game of 1982 -- is one of the Action and Adventure Series of full-color home video cartridges produced by U.S. Games for use with the Atari Video Computer System and Sears Tele-Game Video Arcade.

The game is for use by one or two players. A word is given at the start of play and the rotary wing zapper blasts into space in an attempt to knock out letters scrolling across the top of the screen using a vertical laser cannon. To make the word, the player must knock out the letters in order and then destroy the scrambler sign at the beginning of the scroll to score a victory.

(more)

ZAPPER
Add One

The asteroids and meteors are moving toward the word zapper horizontally from the sides and can be avoided by blasting them with the side laser cannons. The player must spell three words within the allotted 99 seconds to win the game and receive the top rank.

As the game progresses, the Scroller moves faster and an alien language appears with more difficult words for the player to spell.

Word Zapper retails for \$29.95 and is available at retail outlets throughout the country.

U.S. Games Corp., a subsidiary of The Quaker Oats Company and a companion company of Fisher-Price, is a leading manufacturer of home video game cartridges.

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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**.

Eggomania

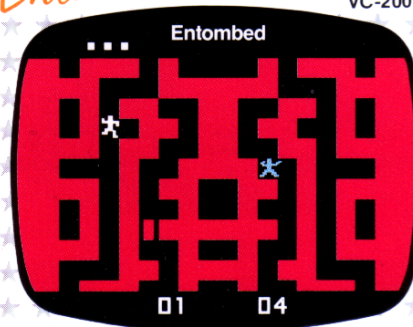
VC-2003



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.

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

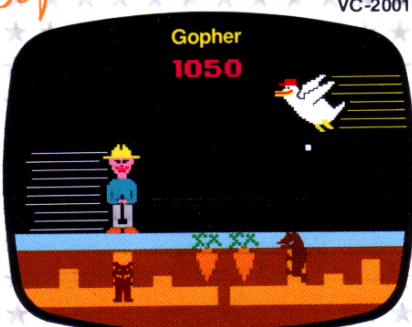
VC-2002



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 siege 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-pher this one!

Piece O'Cake

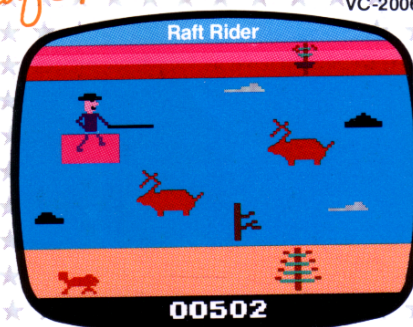
VC-2005



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!

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.

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.

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.**

Word Zapper

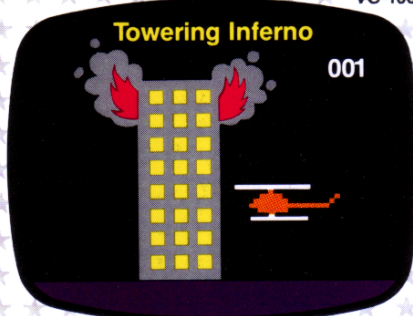
VC-1003



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.

Towering Inferno

VC-1009

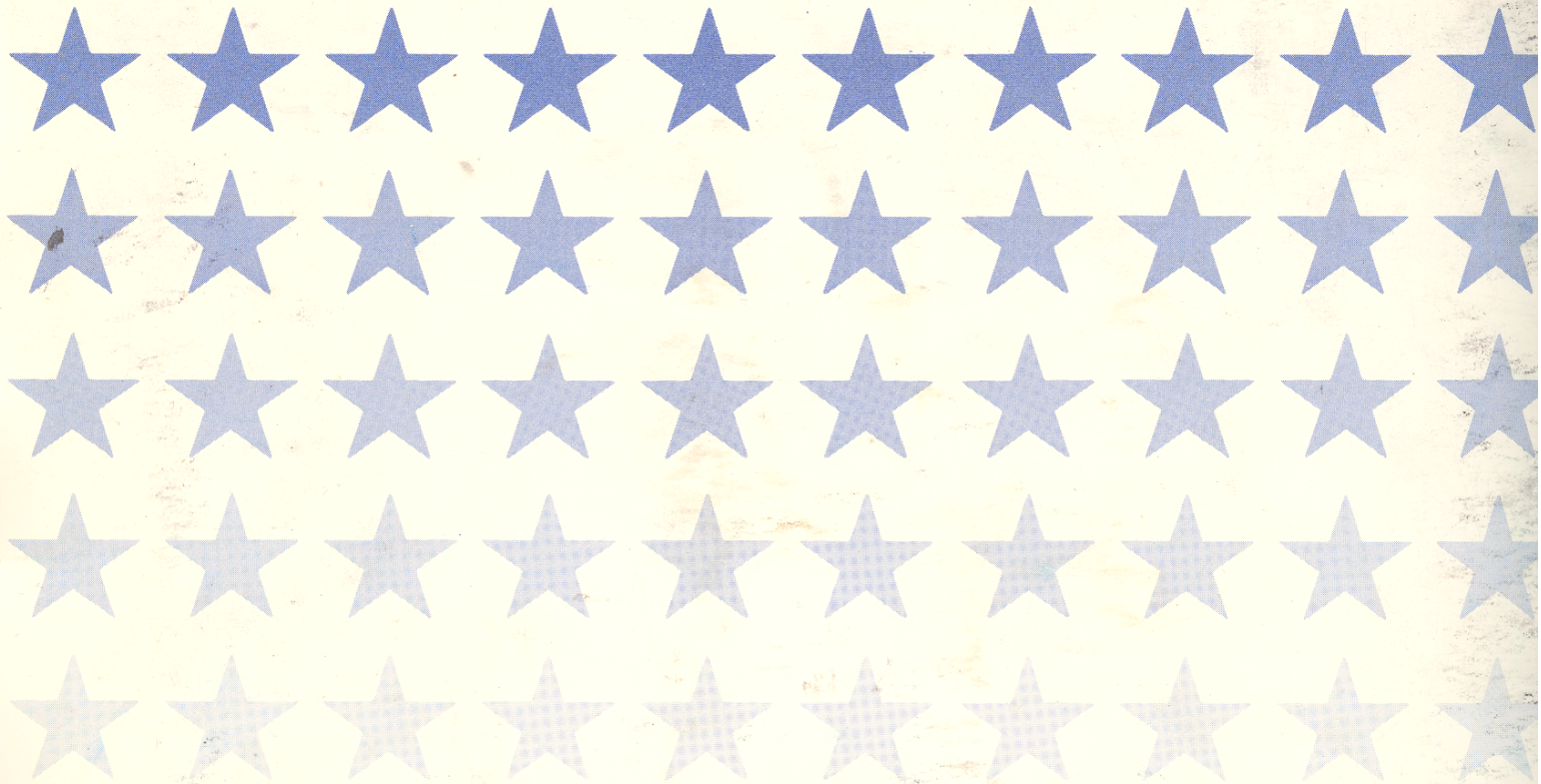


Sirens blare. Alarms sound. The Plaza Skyscraper is ablaze and hundreds are trapped on its upper floors! A veteran firefighter, you race to the scene and take a helicopter to the rooftop. Quickly, you dispatch your men to battle the deadly flames. Smoke engulfs the passageway ... flames crackle and dance 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!

U.S. games™

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