

# NEWS RELEASE



Agency Contact: Andy Marken  
Marken Communications, Inc.  
(408) 738-1115 - Office  
(408) 738-1060 - Fax  
(408) 732-9589 - Home

Atari Corporation  
1196 Borregas Avenue  
Sunnyvale, California 94088-3427  
(408) 745-2000

FOR IMMEDIATE RELEASE

Client Contact: Ron Stringari  
(408) 745-4968

## ATARI® PREPARES FOR NEXT WAVE OF VIDEO GAME SUCCESS, ANNOUNCES NATIONWIDE ROLL-OUT FOR LYNX™ PORTABLE COLOR VIDEO GAME SYSTEM

LAS VEGAS, NV (January 6, 1990) -- Fresh from a very successful holiday selling season for the Lynx handheld full color video game system, Atari has announced aggressive plans to have the portable arcade-quality video game system available on retailers' shelves nationwide by mid-year.

"Sales in New York City and through selected catalog outlets were a complete sell-out, as we expected," Ron Stringari, president of Atari Entertainment Products, said today. "Now that we've proven Lynx is a run-away winner, 1990 will be the year that we gain mindshare and marketshare for the portable system."

Stringari noted that for more than two months, the company's manufacturing operation had been running 'round-the-clock in an attempt to meet the insatiable demand for the Lynx portable system.

Retailers say that the reason consumers are snapping up the system is because it is the only portable unit available that features full-color

. . .more



## ATARI PREPARES FOR NEXT WAVE (cont.)

graphics and four-channel sound. A number of retailers reported that they didn't even have a chance to get them out of the shipping boxes and onto the shelves before they were sold out again.

"There's really no comparison between Lynx and other handheld games," Stringari pointed out. "In fact, the Lynx has faster animation and quicker game play than most television or computer systems. Lynx is really coin-op, arcade-quality color and action that you can take with you ... anywhere," he added.

### Lynx Technology

The backlit 3.5-inch color LCD display has a resolution of 160 x 102 pixels and can display up to 16 colors from a palette of 4,096. The sharp resolution, vivid colors and backlighting not only reduce eye strain but also enable video game players to use the system anywhere, at any light level.

For software titles that are designed for multi-player challenges, the Lynx includes a Comlynx™ cable which allows players to connect up to eight systems. For instance, in **California Games™**, users can compete head-to-head in a surfing competition or a BMX bike race.

The Lynx system features an eight-way controller; two sets of fire buttons and three option buttons which accommodate up to five different functions. Also included are volume and brightener controls as well as jacks for headphones, an AC adapter and the Comlynx cables.

. . .more



## ATARI PREPARES FOR NEXT WAVE (cont.)

### Meeting Demand in '90

To keep pace with the growing consumer demand, Atari will be producing more than one million Lynx game systems in 1990. "We already have significant orders through the first quarter of this year and the rest of the year looks just as promising," Stringari noted.

"We realize that a continuing series of strong, exciting game titles is needed to maintain enthusiasm and sales for the system," Stringari commented. As a result, more than 25 new titles are planned for introduction during the year from Atari and third-party developers.

In addition to **California Games**, which comes with the Lynx, four other games are currently available for the system: **Blue Lightning™**, **Gates of Zendocon™**, **Electrocop™** and **Chip's Challenge™**.

As part of the nationwide roll-out and to ensure that the Lynx continues to be a best seller throughout the year, Atari is developing a number of new point-of-purchase displays. In addition, the company will be carrying out an aggressive regional and national television and print advertising campaign during the year.

The Atari Lynx has a suggested list price of \$179.99. Games are sold separately and have a suggested retail price of \$34.99 and \$39.99.

For more information, contact Ron Stringari, president of Atari Entertainment Products Division, 1196 Borregas Avenue, Sunnyvale, CA 94088, (408) 745-4968.

# # #

Atari is a registered trademark; Lynx and Comlynx are trademarks of Atari Corporation (AMEX:ATC).

Other products are trademarks of their manufacturers.

12ATE30.NR