



More for you in 82

COLECO
TOYS & GAMES

MORE FOR YOU IN '82!

Never before in our 50 years of service to the toy, leisure and entertainment industry has our merchandising theme been more appropriate.

Coleco's dynamic marketing and merchandising leadership now spans five broad and important product lines giving you dramatic consumer impact every month of the year.

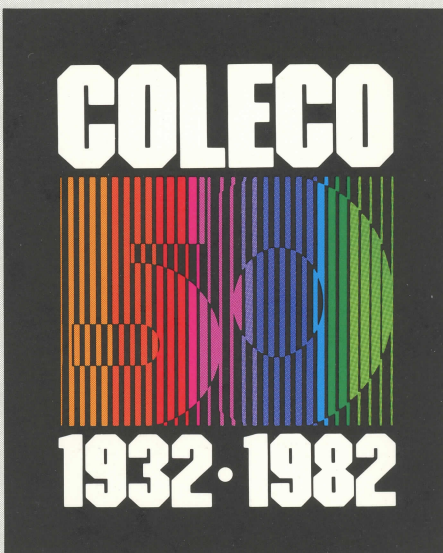
We're already shipping record quantities of quality summer products thanks to your tremendous support of our exciting promotional lineup of pools and related outdoor goods.

Our strong position in the ride-on category has been significantly expanded with the addition of pre-school and pedal items supported with famous and proven licenses like *The Dukes of Hazzard*, *Smurf*, *Annie*, *Fall Guys* and *G.I. Joe*.

And Coleco's basic toy and game line sparkles with the introduction of a new *Smurf* carriage line and the *Annie* Bake Oven.

Your confidence in Coleco as the leading supplier of electronic self-contained games is further confirmed by our introduction of those dazzling "Arcade games you can take home with you", headed up by no less than the red-hot *PAC-MAN* game.

Finally, Coleco brings you a line of licensed arcade game video cartridges for use with the *Atari VCS* and *Intellivision* systems, as well as *ColecoVision*, a revolutionary third generation state of the art video game system with its own broad line of exciting licensed game cartridges and unique modular expandability.



And all of this will be backed by the greatest advertising budget in our history—double last year's record spending!

More product, more exciting licenses, more promotion, more of everything you have come to expect from Coleco.

More for You in '82! A grand way to celebrate our first 50 years and a great start to our next 50!

Yours sincerely,

A handwritten signature in black ink, appearing to read "J. Brian Clarke".

J. Brian Clarke
Executive Vice President

ARCADE GAMES

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Packaging relates Coleco's
Pac-Man™ to authentic arcade
game!

New
for 82



2390 MIDWAY'S PAC-MAN™

Realistic arcade action can now be enjoyed right at home with PAC-MAN™. This portable electronic game from Coleco plays, sounds and scores just like Midway's PAC-MAN™ arcade game! And it's three games in one.

There's PAC-MAN™, the arcade favorite. The player must guide PAC-MAN™ through the maze, eating dots and avoiding monsters. If PAC-MAN™ eats a power capsule, he becomes energized and can chase monsters! How long can he survive—how high will the score get?

HEAD TO HEAD™ PAC-MAN™ is a two player game. Each player controls his own PAC-MAN™, directing him through the maze. Whose PAC-MAN™ will last the longest?

EAT & RUN™ really puts PAC-MAN™ to the test. The player must maneuver him through the maze, avoiding monsters and seeking out power capsules. Then PAC-MAN™ must get

back through the opening and closing gate with the capsules. Will he time it right—or be caught outside by the monsters?

- Plays, sounds and scores like Midway's PAC-MAN™ arcade game
- Three games in one
- Demonstration mode for in-store display
- Realistic arcade styling
- Arcade-style joy stick controls
- Brilliant, multi-color display
- Records and displays "Best Score"
- Two skill levels
- For one or two players

Ages 8 to Adult

Pack: 6 Weight: 13 lbs. Cube: 2.25'

Requires 4 "C" cell alkaline batteries or Perma Power™ Battery Eliminator/AC Adapter (not included)

Licensed by MIDWAY MFG. CO.

© MIDWAY 1981

2380

MIDWAY'S GALAXIAN™

When you play GALAXIAN™ you'll feel like you're right in the arcade! This portable electronic game from Coleco has the same play, sounds and scoring as does Midway's GALAXIAN™ arcade game. And—it's even more . . . it's three games in one.

There's GALAXIAN™, the space battle game. The player commands his defender ship against an attacking alien formation. Dodge . . . fire! How long can the player hold out?

HEAD TO HEAD™ GALAXIAN™ pits two players against each other as they command their own ships. Both have fighters that break away to attack and to defend. Whose ship will endure the most?

Midway's ATTACKERS has the player control the defender ship against an advancing column of aliens. Faster and closer they come. How long can the ship last?

- Plays, sounds and scores like Midway's GALAXIAN™ arcade game
- Three games in one
- Demonstration mode for in-store display
- Realistic arcade styling
- Arcade-style joy stick controls
- Brilliant, multi-color display
- Records and displays "best score"
- For one or two players

Ages 8 to Adult

Pack: 6 Weight: 13 lbs. Cube: 2.25'

Requires 4 "C" cell alkaline batteries or Perma Power™ Battery Eliminator/AC Adapter (not included)

Licensed by MIDWAY MFG. CO.

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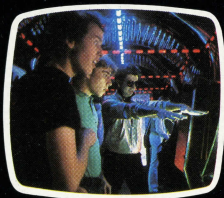
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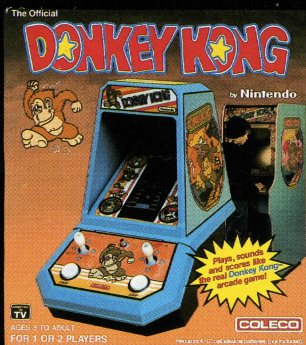
Packaging relates Coleco's Galaxian™ to authentic arcade game!

ARCADE GAMES

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Packaging relates Coleco's Donkey Kong™ to authentic arcade game!

2391 DONKEY KONG™

DONKEY KONG™—one of the most popular arcade games—can now be played right at home! This portable electronic game from Coleco plays, sounds and scores just like the DONKEY KONG™ arcade game. And it's three games in one!

There's DONKEY KONG™, in which an ape has stolen the carpenter's girlfriend and taken her to the top of a steel fortress. The carpenter must get to the top to save her, avoiding the barrels that the ape sends his way.

The additional two games also pit the carpenter against the ape—but in entirely different and challenging situations.

- Plays, sounds and scores like the DONKEY KONG™ arcade game
- Three games in one
- Realistic arcade styling
- Arcade style joy stick controls
- Brilliant, multi-color display
- Records and displays "Best Score"
- Adjusts to your skill level

Ages 8 to Adult

Pack: 6 Weight: 13 lbs. Cube: 2.25'

Requires four "C" cell alkaline batteries or Perma Power™ Battery Eliminator/AC Adapter (not included).

DONKEY KONG © 1981 Nintendo of America Inc.



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Packaging relates Coleco's Omega Race™ to authentic arcade game!

New
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2392 MIDWAY'S OMEGA RACE™

Realistic arcade action is here in Coleco's new OMEGA RACE™, the portable electronic game that plays, sounds and scores just like Midway's OMEGA RACE™ arcade game! And it's three games in one.

There's OMEGA RACE™, in which the player controlled ship is assaulted by star-like opponents.

And there are two other space battle games, guaranteed to give the players hour after hour of arcade fun!

- Plays, sounds and scores like Midway's OMEGA RACE™ arcade game
- Three games in one

- Realistic arcade styling
- Arcade style controls
- Brilliant, multi-color display
- Two skill levels
- Records and displays "Best Score"
- For one or two players

Ages 8 to Adult

Pack: 6 Weight: 13 lbs. Cube: 2.25'

Requires four "C" cell batteries or Perma Power™ Battery Eliminator/AC Adapter (not included)

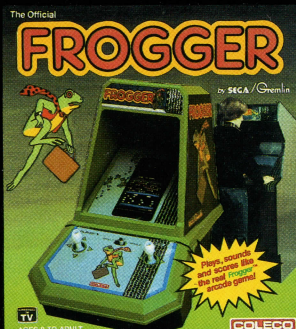
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ARCADE GAMES

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Packaging relates Coleco's Frogger™ to authentic arcade game!

2393 FROGGER™

FROGGER™—one of the most popular arcade games—can now be played right at home with Coleco's new portable FROGGER™. This electronic game plays, scores and sounds just like the FROGGER™ arcade game. And it's three games in one.

FROGGER™, the feature game, finds a winsome frog far from his home in the swamp. His goal is to get back safely, in sixty beats of the clock. To do so, he's got to avoid racing cars and other obstacles. Additional hazards and bonus modes add to the challenge and the fun.

The other two games also put players in charge of frogs' welfare. They too are danger-laden, but hilarious games!

- Plays, sounds and scores like the FROGGER™ arcade game
- Three games in one
- Realistic arcade styling
- Arcade-style joy stick controls
- Two skill levels
- Brilliant, multi-color display
- Records "Best Score"
- For one or two players

Ages 8 to Adult

Pack: 6 Weight: 13 lbs. Cube: 2.25'

Requires four "C" cell alkaline batteries or Perma Power™ Battery Eliminator/AC Adapter (not included)

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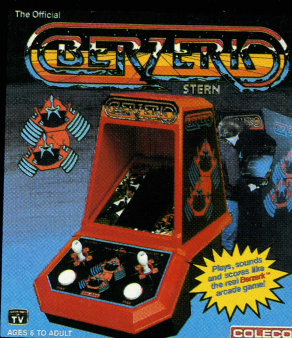


ARCADE GAMES

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Packaging relates Coleco's Berzerk™ to authentic arcade game!

New
for 82



2394 BERZERK™

Coleco's new electronic game BERZERK™ plays and scores just like the arcade BERZERK™ game. And it's portable—so you can play it at home or anywhere! BERZERK™ is three games in one.

Featured is BERZERK™, in which a humanoid must travel through a complex maze, avoiding killer robots all along the way. He dodges into maze exits, transports himself to another maze area with more robots—and, alas the invulnerable killer, Evil Otto, appears! The player tries to get his score as high as possible before the robots or Evil Otto cause his ultimate downfall.

In the other games, players compete to see whose score gets the highest.

- Plays and scores like the BERZERK™ arcade game

- Three games in one
- Realistic arcade styling
- Arcade-style joy stick controls
- Two skill levels
- Brilliant, multi-color display
- Records and displays "Best Score"
- For one or two players

Ages 8 to Adult

Pack: 6 Weight: 13 lbs. Cube: 2.25'

Requires four "C" cell alkaline batteries or Perma Power™ Battery Eliminator/AC Adapter (not included)

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