ATARI. THE FUN IS JUST BEGINNING
THE FUN IS JUST BEGINNING!
ATARI'S VIDEO GAME REVITALIZATION PROGRAM WILL ENERGIZE THE INDUSTRY, WITH...

- NEW! ADVANCED ATARI 7800™ PROSYSTEM WITH COMPUTER EXPANDABILITY
- NEW! NEXT GENERATION ATARI/LUCASFILM GAMES
- NEW! “SUPER-CHIP” SOFTWARE TECHNOLOGY FOR THE ATARI 2600™ VCS™
- NEW! THE ATARI MINDLINK SYSTEM, AN EXCITING BREAKTHROUGH IN THE VIDEO GAME EXPERIENCE
NEW! INNOVATIVE, CHALLENGING SOFTWARE RELEASES ACROSS ALL SYSTEMS

NEW! DYNAMIC ADVERTISING AND CONSUMER PROMOTIONS DESIGNED TO CAPTIVATE AMERICA

WHILE IT CERTAINLY HAS ITS PROBLEMS, THE VIDEOGAME INDUSTRY CONTINUES TO DEMONSTRATE UNDERLYING STRENGTH...

STRONG 1983 RETAIL SALES:
76.5 MILLION CARTS*
5.9 MILLION GAME SYSTEMS*
$2.6 BILLION RETAIL SALES*

STRONG YEAR-ROUND CONSUMER DEMAND:

<table>
<thead>
<tr>
<th>1983 UNIT RETAIL SALES (%)</th>
<th>1ST</th>
<th>2ND</th>
<th>3RD</th>
<th>4TH</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAMES</td>
<td>22</td>
<td>15</td>
<td>13</td>
<td>50</td>
</tr>
<tr>
<td>CARTRIDGES</td>
<td>30</td>
<td>19</td>
<td>17</td>
<td>34</td>
</tr>
</tbody>
</table>

*Audit and Surveys
ATARI WILL CONTINUE TO LEAD THE INDUSTRY

<table>
<thead>
<tr>
<th>VIDEO GAME MARKET SHARE*</th>
<th>JANUARY 1983</th>
<th>DECEMBER 1983</th>
</tr>
</thead>
<tbody>
<tr>
<td>HARDWARE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL ATARI</td>
<td>59%</td>
<td>70%</td>
</tr>
<tr>
<td>2600</td>
<td>52%</td>
<td>54%</td>
</tr>
<tr>
<td>5200</td>
<td>7%</td>
<td>16%</td>
</tr>
</tbody>
</table>

| THE NEW AGE OF ATARI     |              |               |

<table>
<thead>
<tr>
<th>MAJOR MANUFACTURERS*</th>
<th>JAN 1983</th>
<th>DEC 1983</th>
<th>VS. JAN 1984</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATARI</td>
<td>31</td>
<td>34</td>
<td>+ 3</td>
</tr>
<tr>
<td>COLECO</td>
<td>14</td>
<td>12</td>
<td>- 2</td>
</tr>
<tr>
<td>ACTIVISION</td>
<td>14</td>
<td>11</td>
<td>- 3</td>
</tr>
<tr>
<td>PARKER BROS.</td>
<td>5</td>
<td>11</td>
<td>+ 6</td>
</tr>
</tbody>
</table>

*Audit and Surveys
CONSUMER INTEREST REMAINS STRONG

- UNAIDED AWARENESS OF THE ATARI NAME IS AN AMAZING 88%

- ATARI MEANS QUALITY, FUN AND VALUE TO YOUR CUSTOMERS

- VIDEO GAME OWNERSHIP IS SUBSTANTIAL:
  20 MM HOUSEHOLDS (24% U.S. PENETRATION) 72% OWN AN ATARI GAME SYSTEM*

- CONSUMER SATISFACTION REMAINS HIGH:
  67% VCS OWNERS EXTREMELY/VERY SATISFIED**
  APPROXIMATELY 75% OF ATARI VCS GAMES STILL IN USE**
  VCS USAGE IS UP TO 21 HOURS PER WEEK**

*GALLUP
**VCS OWNERS SURVEY
MARTIZ MKT. RESEARCH STUDY
STRONG CONSUMER DEMAND FOR FULL-REVENUE CARTRIDGE

FULL REVENUE CARTS MAINTAIN SIGNIFICANT SHARE

ALL MANUFACTURERS

<table>
<thead>
<tr>
<th></th>
<th>SEPT '83</th>
<th>OCT '83</th>
<th>NOV '83</th>
<th>DEC '83</th>
<th>JAN '84</th>
<th>FEB '84</th>
<th>MAR '84</th>
</tr>
</thead>
<tbody>
<tr>
<td>$20+</td>
<td>57</td>
<td>48</td>
<td>41</td>
<td>52</td>
<td>50</td>
<td>51</td>
<td>42</td>
</tr>
<tr>
<td>$10.-$19.</td>
<td>15</td>
<td>13</td>
<td>13</td>
<td>15</td>
<td>14</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>UNDER $10</td>
<td>28</td>
<td>39</td>
<td>46</td>
<td>33</td>
<td>36</td>
<td>34</td>
<td>45</td>
</tr>
</tbody>
</table>
OUR REVITALIZATION PROGRAM IS DESIGNED TO SATISFY CONSUMER DEMAND FOR:

- CREATIVITY AND INNOVATION
- GREATER CHALLENGE
- MORE EXCITEMENT
- ALL-FAMILY APPEAL
- FUN AND LEARNING
- ADVANCED, EXPANDABLE SYSTEMS
WE HAVE ANALYZED THE MARKET...
WE HAVE LISTENED TO YOUR CUSTOMERS AND YOU...
AND WE HAVE DEVELOPED THE STRONGEST AND MOST THOROUGHLY TESTED PRODUCT LINEUP AND SUPPORT PROGRAM IN THE HISTORY OF THE INDUSTRY...

the FUN is just beginning!
THE FUN BEGINS WITH...

THE ATARI 7800™ PROSYSTEM
ATARI 7800 PROSYSTEM
KEY SELLING FEATURES:

- WORLD’S MOST ADVANCED GRAPHICS
- EXPANDABLE INTO A HOME COMPUTER
- PLAYS ALL 2600 CARTRIDGES—WITHOUT AN ADAPTER!

PLUS . . .

- PACKED WITH POLE POSITION II* (ONBOARD)
- NEW DURABLE, PRECISION ENGINEERED PRO-LINE™ CONTROLLERS
- COMPATIBLE WITH ALL ATARI 2600 AND HOME COMPUTER CONTROLLERS
- EXPANSION INTERFACE PORT FOR COMPATIBILITY WITH FUTURE GAME TECHNOLOGIES
ATARI 7800 PROSYSTEM
MARKET RESEARCH:

- WE KNOW YOUR CUSTOMERS WANT AN ATARI 7800 PROSYSTEM:
  IT RECEIVED THE HIGHEST MARKET RESEARCH RESULTS IN ATARI HISTORY
  75% OF CONSUMERS EXPRESSED POSITIVE PURCHASE INTENT
  41% DEFINITELY WOULD BUY
  34% PROBABLY WOULD BUY

- THE RESEARCH IS CLEAR:
  YOUR CUSTOMERS WANT AN ADVANCED GAME SYSTEM

ADVANCED VIDEOGAME SEGMENT

<table>
<thead>
<tr>
<th></th>
<th>1982</th>
<th>1983</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIT SALES</td>
<td>2.2MM</td>
<td>2.7MM</td>
<td>+ 22%</td>
</tr>
<tr>
<td>UNIT SHARE</td>
<td>35%</td>
<td>50%</td>
<td>+ 15 POINTS</td>
</tr>
</tbody>
</table>

- WE KNOW 7800 PROSYSTEM CUSTOMERS WILL BE HEAVY SOFTWARE PURCHASERS:
  CONSUMERS STATED THEY WOULD BUY 6.9 GAME CARTRIDGES WITHIN THE FIRST SIX MONTHS!
ATARI 7800 PROSYSTEM
IT ALL ADDS UP TO A COMPLETE PROGRAM FOR PROFITABILITY AND GROWTH

- PROVEN ADVANCED VIDEOGAME OPPORTUNITY
- CONSUMER TESTED PRODUCT FEATURES
- SPECTACULAR 7800 PROSYSTEM RESEARCH RESULTS
- EXPANDABLE INTO A HOME COMPUTER
- COMPATIBLE WITH EXISTING AND FUTURE ATARI PERIPHERALS/ACCESSORIES
- OUTSTANDING NEW INTRODUCTORY SOFTWARE LINEUP AT INTRODUCTION
- EXCITING NEW PERIPHERALS SUPPORTED BY A COHESIVE PRODUCT ROLLOUT
THE ATARI 7800 PROSYSTEM IS EXPANDABLE INTO AN INTRODUCTORY HOME COMPUTER WITH:

- FULL-STROKE PROFESSIONAL KEYBOARD
- COMPATIBILITY WITH ATARI HOME COMPUTER ACCESSORIES
- PACKED WITH 2 HOME APPLICATION SOFTWARE PROGRAMS
PLUS OTHER EXCITING 7800 PROSYSTEM PERIPHERALS...

- HIGH SCORE CARTRIDGE
  AUTOMATICALLY STORES HIGH GAME SCORES
  FUN FOR FAMILY COMPETITION
  STORES UP TO 65 GAME SCORES AND PLAYER NAMES

- ATARI 7800 PROSYSTEM ADAPTER
  UPGRADES THE ATARI 5200™ TO PLAY ALL 7800 PROSYSTEM AND 2600 CARTRIDGES
  COMPATIBLE WITH ALL 7800 PROSYSTEM, 2600 AND ATARI HOME COMPUTER ACCESSORIES
ATARI 7800 PROSYSTEM SOFTWARE

SOFTWARE THAT SETS A NEW STANDARD FOR EXCITEMENT!

INNOVATIVE ORIGINALS
- ATARI/LUCASFILM GAMES:
  - BALLBLAZER
  - RESCUE ON FRACTALUS
  - DESERT FALCON *

ALL-FAMILY ARCADE HITS
- POLE POSITION II *
- MS. PAC-MAN
- DIG DUG
- CENTIPEDE™
- FOOD FIGHT *

SERIOUS GAMERS’ GAMES
- GALAGA *
- XEVIOUS *
- 3-D ASTEROIDS™
- JOUST
- ROBOTRON: 2084

* 7800 PROSYSTEM EXCLUSIVE TITLES
ATARI'S SOFTWARE REVITALIZATION STRATEGY WILL:

- Excite current users and attract new users
- Utilize new super challenge, super chip 2600 game cartridges
- Rekindle excitement with Atari/Lucasfilm games
- Maximize profits with fewer releases backed by fully coordinated support
WE JOINED FORCES WITH THE CREATORS OF "STAR WARS"-
TO SEND SALES SOARING
WITH INNOVATIVE/
NEXT GENERATION
ATARI/LUCASFILM
GAMES!
BALLBLAZER
- first person futuristic sports game
- unique split-screen playfield
- involving original music; high resolution graphics
- competitive one-on-one play

RESCUE ON FRACTALUS
- first person rescue fantasy
- realistic flight simulation/instrumentation
- involving original music
- breakthrough 360° mathematically generated graphics/gameplay

THESE ATARI/LUCASFILM INNOVATIONS WILL BE INTRODUCED WITH AN ENORMOUS PUBLICITY AND ADVERTISING CAMPAIGN!
NEW SOFTWARE THAT APPEALS TO THE WHOLE FAMILY:

- MARIO BROS. BY NINTENDO
- GREMLINS
- MILLIPEDE™
- JR. PAC-MAN
- CRYSTAL CASTLES™
- TAZ
- DONKEY KONG JR. BY NINTENDO
- ELEVATOR ACTION

"THE BEST VERSIONS OF THE MOST POPULAR GAMES!"
<table>
<thead>
<tr>
<th>Title</th>
<th>Playable On:</th>
<th>2600</th>
<th>5200</th>
<th>Computer</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARIO BROS.</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>unique simultaneous two-player option</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>hilarious battle with pipe-dwelling pests</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MILLIPEDE™</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>deluxe version of top selling CENTIPEDE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>arcade mega hit with over 10,000 units sold</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>new “SUPER CHIP” technology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>excellent playtest results (6.6 out of 9.0)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GREMLINS</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td></td>
<td>character driven skill and action game</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BIGGEST MOVIE OF 1984 BY STEVEN SPIELBERG</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>STRONG CONSUMER PLAYTEST RESULTS (6.1 out of 9.)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>MAJOR NATIONAL PROMOTIONS BY 15 COMPANIES</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>capitalizes on $200 million in merchandising media</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JR. PAC-MAN</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>challenging scrolling playfields</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NEW arcade mega hit (8,000 units/5 months)</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>new “SUPER CHIP” technology</td>
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</tr>
<tr>
<td></td>
<td>capitalizes on successful PAC-MAN series</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CRYSTAL CASTLES™</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>unique maze chase STARRING Bentley Bear and colorful villains</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>strong arcade performance with over 8,000 units sold</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>new “SUPER CHIP” technology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>PLAYABLE ON</td>
<td>2600</td>
<td>5200</td>
<td>COMPUTER</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-------------</td>
<td>------</td>
<td>------</td>
<td>----------</td>
</tr>
<tr>
<td>TAZ</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- a funny junk food binge</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| - based on “THE TA
ZMANIAN DEVIL,” popular cartoon character | |      |      |          |
<p>| PINBALL WIZARD        |             |      |      |          |
| - multi-challenge realistic pinball game | |      |      |          |
| - replaces popular ATARI “Video Pinball” | |      |      |          |
| - high resolution graphics | |      |      |          |
| DONKEY KONG JR. BY NINTENDO |             |      |      |          |
| - excellent sequel to popular DONKEY KONG | |      |      |          |
| - stunning arcade rendition with every challenging screen | |      |      |          |
| - high resolution, arcade graphics | |      |      |          |
| - easy to understand, hard to master | |      |      |          |
| ELEVATOR ACTION       |             |      |      |          |
| - NEW ARCADE MEGA-HIT (OVER 8,000 units sold in 1984) | |      |      |          |
| - thrilling, top-secret spy mission | |      |      |          |
| - increasing difficulty levels | |      |      |          |
| - exciting two-player action | |      |      |          |</p>
<table>
<thead>
<tr>
<th>TITLE: GARFIELD ON THE RUN</th>
<th>PLAYABLE ON: 2600</th>
<th>5200</th>
<th>COMPUTER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>favorite cartoon character with teens and pre-teens</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>original adventure game; search for Garfield’s lost pal</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>new “SUPER CHIP” technology</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TRACK &amp; FIELD</th>
<th>PLAYABLE ON: 2600</th>
<th>5200</th>
<th>COMPUTER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>the realism and challenge of actual olympic competition</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>special arcade-controller included</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>head-to-head competition for up to four players</td>
<td></td>
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</tr>
</tbody>
</table>

PROVEN GAMEPLAY APPEAL; #2 ARCADE HIT OF 1984!
CAPITALIZES ON THE AWARENESS OF THE 1984 OLYMPIC GAMES
MORE FUN FOR SERIOUS GAMERS:

- CHOPLIFTER!
- FINAL LEGACY™
- STARGATE

“TRUE TO LIFE GRAPHICS AND GAMEPLAY”
FINAL LEGACY
- original "three-front" war strategy game
- three simultaneous games in one
- OUTSTANDING CONSUMER PLAYTEST RESULTS (7.1 out of 9.0)
- combines strategy with skill and action

CHOPLIFTER
- gripping "real-life" rescue adventure
- 1983 computer game of the year
- 99 progressively challenging levels
- realistic gameplay increases player involvement

STARGATE
- state-of-the-art space adventure
- second generation of classic DEFENDER series
- new "SUPER CHIP" technology
- HIGH RESOLUTION GRAPHICS
- infinite gameplay challenge
SUPER NEW EDITIONS TO THE ATARI KID’S LIBRARY:

- OSCAR’S TRASH RACE
- PEEK-A-BOO
- GOOD LUCK, CHARLIE BROWN

“ATARI JOINS FORCES WITH THE BEST KNOWN AND BEST LOVED CHILDREN’S LICENSORS”
(DISNEY, MUPPETS, UNITED FEATURES SYNDICATES, CHILDREN’S COMPUTER WORKSHOP)
<table>
<thead>
<tr>
<th>TITLE</th>
<th>PLAYABLE ON:</th>
<th>2600</th>
<th>5200</th>
<th>COMPUTER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OSCAR’S TRASH RACE</strong></td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>• fun and funny counting game</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>• kids ages 3–7 practice counting and matching skills</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• excellent in-home playtest and focus group results</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• newest addition to THE POPULAR ATARI-SESAME STREET LIBRARY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>“PEEK-A-BOO”</strong></td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>• early education game for ages 12–36 months</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>• DEVELOPS IMPORTANT PRE-READING AND MOTOR SKILLS</td>
<td></td>
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<tr>
<td>• created by leading child psychologist Dr. Lee Salk</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>• uses specially designed KID’S CONTROLLER</td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>GOOD LUCK, CHARLIE BROWN</strong></td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>• realistic kite flying action</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• favorite cartoon character with all age groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• varying difficulty levels</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• gameplaying variety</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
OUR NEWEST BRAINCHILD...
THE ATARI MINDLINK™ SYSTEM

AN ENTIRELY NEW AND EXCITING WAY TO USE ATARI GAME SYSTEMS AND COMPUTERS:

- Placed around forehead, you “think” the movement of objects on screen
- Works on EMG technology—measures muscle activity
- Transmits to game console via infrared remote control—no wires attached
- Exciting, versatile, expandable
- Opens up entirely new areas to video gaming
- Rewards relaxation and concentration
- Increases computer and game system intent to purchase
- Includes infra-red transmitter, receiver, head band and one software cartridge

“THE STATE OF THE ART FOR THE STATE OF YOUR MIND!”
THE ATARI MINDLINK SUPPORT PROGRAM

- Mindlink will be part of the exciting new Atari advertising campaign
- Broad awareness achieved through multi-million dollar television and print advertising
- Huge public relations campaign
- October-December 1984 consumer sweepstakes promotion

MARKET RESEARCH CONCLUSIONS

- Outstanding consumer response from both adults and children
- High consumer purchase intent
- Will drive Atari game console sales
ATARI ENTERTAINMENT
ADVERTISING/PUBLICITY/
PROMOTIONS

- OUTSPENDING ALL THE
  COMPETITION COMBINED!

- MOST EXCITING,
  MEMORABLE AND
  EFFECTIVE ADVERTISING IN
  THE INDUSTRY

- SATURATING ALL MEDIA:
  TV (PRIME TIME, SPOT,
  KID VID, MTV)
  RADIO
  MAGAZINES
  NEWSPAPERS

"CREATING—AND
RE-INFORCING—PURCHASE
INTENT"
#1 ADVERTISER ON MTV

- REACHES 21,000,000 U.S. HOUSEHOLDS
- 62% OF AUDIENCE IS BETWEEN 12–29 YEARS OLD
- 63% MTV VIEWERS LIVE IN HOUSEHOLDS WITH ANNUAL INCOMES EXCEEDING $25,000
- 45% OF HOUSEHOLDS RECEIVING MTV OWN VIDEOGAMES—MORE THAN DOUBLE THE NATIONAL ADVERTISING AVERAGE

1984 PRELIMINARY SOFTWARE PROMOTION PLAN

CONTINUITY
INPACK COUPONS (TBD)
MARIO BROS.  BY NINTENDO

RADIO
CALL-IN TRIAL

MTV PRODUCT LINE

SUMMER RADIO (TBD)

BACK TO SCHOOL (TBD)
XMAS EXTRAVAGANZA (TBD)
ATARI TAKES YOU WHERE NO HOME COMPUTER HAS GONE BEFORE
YOU’LL SELL MORE WITH ATARI HOME COMPUTERS!

- A PROVEN INDUSTRY
  1983: 3.8 MILLION BASE UNITS SOLD
  SALES = $1 BILLION
  PERIPHERAL AND ACCESSORY
  SALES = $750 MILLION

- A CONTINUING CHALLENGE
  1984: A 40% PROJECTED INCREASE IN COMPUTER SALES PLUS INCREASING SALES OF PERIPHERALS

- AN IMPORTANT MARKET WE KNOW HOW TO REACH . . .
THE HOME COMPUTER MARKET:
8% of U.S. HOUSEHOLDS NOW HAVE A HOME COMPUTER
12% of NON-OWNERS ARE LIKELY, OR VERY LIKELY, TO PURCHASE IN 1984 (9.2 MILLION HOUSEHOLDS)

CUSTOMER PROFILE
- 25-34 YEARS OF AGE
- INCOME OVER $25,000
- COLLEGE EDUCATION
- WHITE COLLAR
- HAVE SCHOOL AGE CHILDREN

MOST FREQUENT CUSTOMER USE
- CHILDREN’S EDUCATION 17%
- ENTERTAINMENT 16%
- BUSINESS/OFFICE “HOMEWORK” 11%
- ADULT EDUCATION 11%
- HOME BUSINESS RECORDS 11%
- WORD PROCESSING 6%

SOURCE: GALLUP
A NEW APPROACH

We’re meeting today’s challenges with:

- SUPERIOR PRODUCTS
- A POWERFUL SPOKESMAN: ALAN ALDA FOR ATARI
- A NEW MARKETING FOCUS

ATARI®
ATARI HOME COMPUTERS
EXCELLENT PRODUCT ADVANTAGES

- REAL COMPUTER POWER!
  - The most advanced color graphics (256 colors)
  - The broadest, highest-quality software selection
  - Easiest to use
  - The most expandable home computer—we won’t leave our customers behind!

- COMPATIBILITY OF SOFTWARE AND PERIPHERALS
  - Existing as well as new—all the pieces fit

- NATIONAL SERVICE NETWORK
  - Product support with toll-free 800 phone lines plus User’s Groups

- LOWEST RETAIL RETURNS IS PROOF OF OUR QUALITY!

POWERFUL, BELIEVABLE ADVERTISING

- DELIVERED BY ALAN ALDA: ONE OF THE WORLD’S MOST CREDIBLE SPOKESMAN

- DELIVERED TO OVER 95% OF THE ENTIRE COUNTRY AN AVERAGE OF 40 TIMES = CREATING OVER 4 BILLION TOTAL HOUSEHOLD IMPRESSIONS!

- ACCOMPLISHED VIA THE LARGEST HOME COMPUTER MEDIA BUDGET IN ATARI’S HISTORY

A NEW FOCUS ON TWO MARKET SEGMENTS

- EDUCATION
- HOME MANAGEMENT

BACKED WITH NEW PRODUCTS!
ATARI HOME COMPUTERS ARE WAY AHEAD WITH COMPATIBILITY, PERFORMANCE AND PROMOTION!

- ATARI 800XL™
  * Your imagination is the only limit!

- ATARI 600XL™
  * Ranked #1 by a leading consumer magazine over the TRS 80, Commodore 64 and Coleco Adam!
ATARI 600XL

- 16K RAM
- 256 COLORS, 4 SOUND VOICES
- BUILT-IN ATARI BASIC
- COMPLETE ATARI SOFTWARE COMPATIBILITY
- EXPANDABLE TO 64K WITH THE 1064" MEMORY MODULE
- GRAPHICS, DESIGN AND SOUND CAPABILITIES FAR SUPERIOR TO THE COMPETITION
- COMPATIBLE WITH ALL ATARI PERIPHERALS

ATARI 800XL

- 64K RAM
- 256 COLORS, 4 SOUND VOICES
- BUILT-IN BASIC
- COMPLETE ATARI SOFTWARE COMPATIBILITY
- GRAPHICS, DESIGN AND SOUND CAPABILITIES FAR SUPERIOR TO THE COMPETITION
- COMPATIBLE WITH ALL ATARI PERIPHERALS
- MONITOR OR TELEVISION
ATARI PERIPHERALS AND ACCESSORIES GIVE YOU:

- INCREASED SALES VELOCITY
- HIGH MARGINS
- ADD-ON SALES

WITH NEW PRODUCTS

- ATARI TOUCH TABLET
- ATARI LIGHT PEN
- 1050™ DISK DRIVE

AND A STRONG EXISTING LINE IN

- PRINTERS
- STORAGE PRODUCTS
- MODEMS
“EASILY THE HOTTEST NEW PRODUCTS
OF THE YEAR!”

ATARI TOUCH TABLET with AtariArtist™
Software Cartridge
- art, education and entertainment value
- easy access to a whole new area of creativity
- 128 colors at your fingertips
  Now Shipping

ATARI LIGHT PEN with AtariGraphics™
Software Cartridge
- dynamic new art medium
- incredibly easy to use
- for all ages
  Now shipping

1050 DISK DRIVE
- for data base and word processing
  applications
- key to hundreds of diskette-based programs
  already available for Atari Home Computers
- now with DOS 3 for true dual-density
  — 50% more capacity
  Now shipping
THE NEW SOFTWARE FOCUS:

- EDUCATION
- HOME MANAGEMENT/ENTERTAINMENT

"ENTERTAINING, HIGH QUALITY PRODUCTS THAT HELP PEOPLE OF ALL AGES DEVELOP DESIRABLE, USEFUL SKILLS AND KNOWLEDGE."

ATARI®
YOUR CUSTOMERS BUY A HOME COMPUTER FOR:

1. EDUCATION
2. WORD PROCESSING
3. HOME MANAGEMENT
4. ENTERTAINMENT
5. COMMUNICATIONS

ATARI OFFERS TOP QUALITY SOFTWARE TO ADDRESS EACH OF THESE EXPRESSED NEEDS.
EXTRAORDINARY NEW EDUCATION SOFTWARE:

- THE FUTUREMAKERS™
- LETTER TUTOR™
- WORD TUTOR™
- SKYWRITER
- TYPO ATTACK
- COMING ATTRACTIONS!

“ATARI TAKES YOU WHERE NO HOME COMPUTER HAS GONE BEFORE…”
THE FUTUREMAKERS

- a unique, thrilling and easy to use space-learning experience with technically accurate space principles
- teaches basic principles and theories of science and space
- exceptional sound and 3-D animated graphics provide realistic perspectives
- joystick controlled flight activity speeds up real time to make encounters with planets frequent and exciting

The first two titles of the ATARI FUTUREMAKERS are:

- THIS IS GROUND CONTROL
- THROUGH THE STAR BRIDGE
  Available: September 1984

INTERACTIVE, ENTERTAINING USEFUL SKILL BUILDERS:

- WORD TUTOR—reinforces spelling skills
  * Works with the ATARI LIGHT PEN or TOUCH TABLET or Joysticks
- LETTER TUTOR—teaches how to print letters and numbers
  * Works with the ATARI LIGHT PEN
- SKYWRITER—builds vocabulary skills

AND . . . A NEW, EXPANDED VERSION OF THE BEST SELLING HIT . . .

- TYPO ATTACK—turns the learning of touch typing skills into a challenging, fun filled experience

COMING SOON:
New software products in the following areas:
1. natural science
2. music
3. art
4. computer literacy
5. language development.
ATARI DELIVERS THE BEST HOME MANAGEMENT SOFTWARE!

THREE NEW WINNERS FROM SYNAPSE:

- SYNCALC
- SYNFILE +
- SYNTREND

AND, A TOP-RATED WORD PROCESSING TEAM:

- ATARIWRITER™
- PROOFREADER™

"POWERFUL PERFORMERS ON THE COMPUTER—AND AT RETAIL!"

ATARI®
THE NEW ATARI SYNAPSE SERIES:
“NOW YOUR ATARI COMPUTER GETS DOWN TO BUSINESS!”
- easy and full integration—data can be shared between all three programs and ATARIWTR sorts and calculates faster than current competitive offerings
- offering on-screen commands with easily understood prompts
SYNCALC—an advanced spreadsheet for calculating and forecasting
SYNFILE+—a flexible database for filing and record keeping

PROOFREADER
- spelling checker designed exclusively for ATARIWTR
- 36,000 word electronic dictionary
- create a personal dictionary for frequently used words—up to 800 words on each diskette

WORD PROCESSING WINNERS:
ATARIWTR
“AMONG THE NICEST, SIMPLER WORD-PROCESSORS WE’VE TRIED.”
Rated by a leading consumer’s magazine
- the only 16K cartridge word processing program on the market
- the only word processor that can save data on disk or cassette
- compatible with the ATARI Synapse Series Software
OUR NEWEST BRAINCHILD...
THE MINDLINK SYSTEM

A NEW WAY TO USE ATARI GAME SYSTEMS AND COMPUTERS:

- EXCITING, VERSATILE, EXPANDABLE
- REWARDS RELAXATION AND CONCENTRATION
- BROAD CONSUMER APPEAL
- INCREASES COMPUTER AND GAME SYSTEM BUYING INTENT

"THE STATE OF THE ART FOR THE STATE OF YOUR MIND!"
THE MindLink™ SYSTEM:

- CONTROLS AN ATARI GAME SYSTEM OR COMPUTER IN A FASCINATING NEW WAY!
- WORKS ON EMG (SENSSES ELECTRIC CHARGES IN MUSCLES IN THE FOREHEAD)
- PLUGS INTO THE COMPUTER’S JOYSTICK PORT
- THE BASE UNIT INCLUDES AN INFRA-RED TRANSMITTER, RECEIVER, HEADBAND AND ONE SOFTWARE CARTRIDGE

ESTIMATED AVAILABILITY:

SHIPPING 3RD QUARTER 1984—THE BASE UNIT PLUS 3 SOFTWARE (CARTRIDGE) TITLES

SUPPORT:

TV & PRINT ADVERTISING
PUBLIC RELATIONS CAMPAIGN
PROMOTIONS
NUMEROUS APPLICATIONS
- VIDEOGAME PLAY
- RELAXATION MONITOR
- MIND GAMES (MEMORY/ESP/STRATEGY)
- LEARNING
- SIMULATIONS
- CREATIVITY
- AND MORE!

CONSUMER FOCUS GROUP RESPONSE:

- STRONG BUYING INTENT AMONG ATARI OWNERS
- INTENT TO PURCHASE AN ATARI COMPUTER TRIPLED AMONG NON—OWNERS UPON VIEWING THE FEATURES OF THE ATARI MINDLINK
ATARI LEARNING SYSTEMS

ATARI’S COMMITMENT TO EDUCATIONAL EXCELLENCE: WITH NEW PRODUCTS

- APPEALS TO STRONG MARKET FOR EDUCATIONAL SOFTWARE

- FEATURES EXCLUSIVE MEDALLION SERIES (ATARILAB™, THE LEARNING PHONE™)

“THE SOFTWARE THAT CLOSES NEW HARDWARE SALES . . . . . . AND REKINDLES EXCITEMENT FOR EXISTING OWNERS.”
ATARI LEARNING SYSTEMS PRODUCTS ARE AN OPPORTUNITY TO REACH THE CONSUMER AND INSTITUTIONAL SEGMENT LOOKING FOR EDUCATIONAL SOFTWARE! (INCLUDING SCHOOLS)

- EDUCATION IS THE MAJOR REASON CONSUMERS BUY HOME COMPUTERS!
- 6 MONTHS AGO EDUCATIONAL SOFTWARE ACCOUNTED FOR 20% OF APPLICATION SALES. NOW IT'S 33% AND CLIMBING FAST!

ATARI LEARNING SYSTEMS OFFER THE BEST EDUCATIONAL SOFTWARE
To meet a good cross-section of needs, of titles at affordable prices.

- MEDALLION SERIES—a limited group of very special software that expands the user’s and the computer’s horizons
  AtariLab™ — A breakthrough in scienceware!
  LABMATE — includes 100 experiments kids will perform in the classroom
  ATARI LOGO — the premier introduction to computer literacy
  THE LEARNING PHONE — ATARI access software to Control Data’s PLATO Homelink
ATARI LEARNING SYSTEMS PRODUCTS KEEP A HIGH PROFILE!

- CONSISTENT TOP REVIEWS FROM THE CRITICS
- SATURATION ADVERTISING — STARRING ALAN ALDA
- POWERFUL PUBLIC RELATIONS AND PROMOTION CAMPAIGNS
ATARI LEARNING SYSTEMS PRODUCTS ARE THE CRITICS’ CHOICE:

“(AtariLab) is the most creative product to come along in years.”

POPULAR COMPUTING

“The AtariLab Series is an innovative approach, and one of the best ideas in educational computing we’ve seen.”

COMPUTERFUN

“AtariLab provides the depth and utility computer users want . . . and is one of the reasons to buy an ATARI computer. This one’s a winner!”

ANTIC MAGAZINE

“ATARI LOGO—Best Microcomputer Software of the Year Award, 1983”

THE LEARNING PERIODICALS GROUP

“ATARI LOGO is one of the best examples of the easy-to-learn LOGO programming language.

“SIMULATED COMPUTER II takes a dry topic and presents it in a format where learning is exciting, challenging and best of all, open-ended.”

ELECTRONIC LEARNING

“Introductory computer students . . . should have something like (SIMULATED COMPUTER II) in their software libraries.”

BYTE MAGAZINE

ATARI LEARNING SYSTEMS—MEDIA/PROMOTION ADVERTISING:

- TV ADVERTISING—ALAN ALDA ON EDUCATION
- MAJOR FALL “BACK TO SCHOOL” PRINT CAMPAIGN
- OUTSTANDING SCHEDULE OF PUBLIC RELATIONS AND PROMOTIONAL EVENTS
ATARI SOFT™ OFFERS

- THIRD PARTY SOFTWARE FOR 6,000,000 HOME COMPUTERS
- BEST GAME LICENSES
- BEST ARCADE TITLES
- PROVEN CATEGORY LEADERSHIP
- PROVEN SALES SUCCESS
- AND NOW—NEW OPPORTUNITIES . . .
**ATARIsoft Market Potential:**

<table>
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<tr>
<th></th>
<th>IBM Owners</th>
<th>APPLE II Owners</th>
<th>COMMODORE 64 Owners</th>
<th>VIC 20 Owners</th>
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<tr>
<td><strong>Various Applications</strong>&lt;br&gt;(Average Hours per Week)</td>
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<tr>
<td>Entertainment/games</td>
<td>1.24</td>
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<td><strong>Monthly Use per Household</strong>&lt;br&gt;(Average Hours per Month)</td>
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<td><strong>Entertainment Software Owned:</strong></td>
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<td><strong>Entertainment Software Planned to Buy in Next 12 Months:</strong></td>
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<td><strong>Education Software Planned to Buy in Next 12 Months:</strong></td>
<td>1.0</td>
<td>4.0</td>
<td>3.4</td>
<td>3.9</td>
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**Coming Soon from AtariSoft:**
- The best selling education and home management software

**AtariSoft Advertising Reaches the Right Audience with:**
- Targeted creative messages and media
- One of the largest print campaigns in the industry
- Over 125,000 customer inquiries generated about AtariSoft products in first months of introduction
ATARI SOFT GIVES YOUR CUSTOMERS ALL THE HITS THEY’RE MISSING ON:

- COMMODORE 64
- COMMODORE VIC 20
- APPLE
- IBM PC
- IBM PC JR
- TI 99/4A
- COLECOVISION
- INTELLIVISION

MS. PAC-MAN
TYPO ATTACK

ATARI®
<table>
<thead>
<tr>
<th>Game</th>
<th>COMMODORE 64</th>
<th>COMMODORE VIC 20</th>
<th>APPLE</th>
<th>IBM PC</th>
<th>IBM PC JR</th>
<th>TI 99/4A</th>
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(DATES INDICATE APPROXIMATE PERIOD OF THE MONTH ONLY)