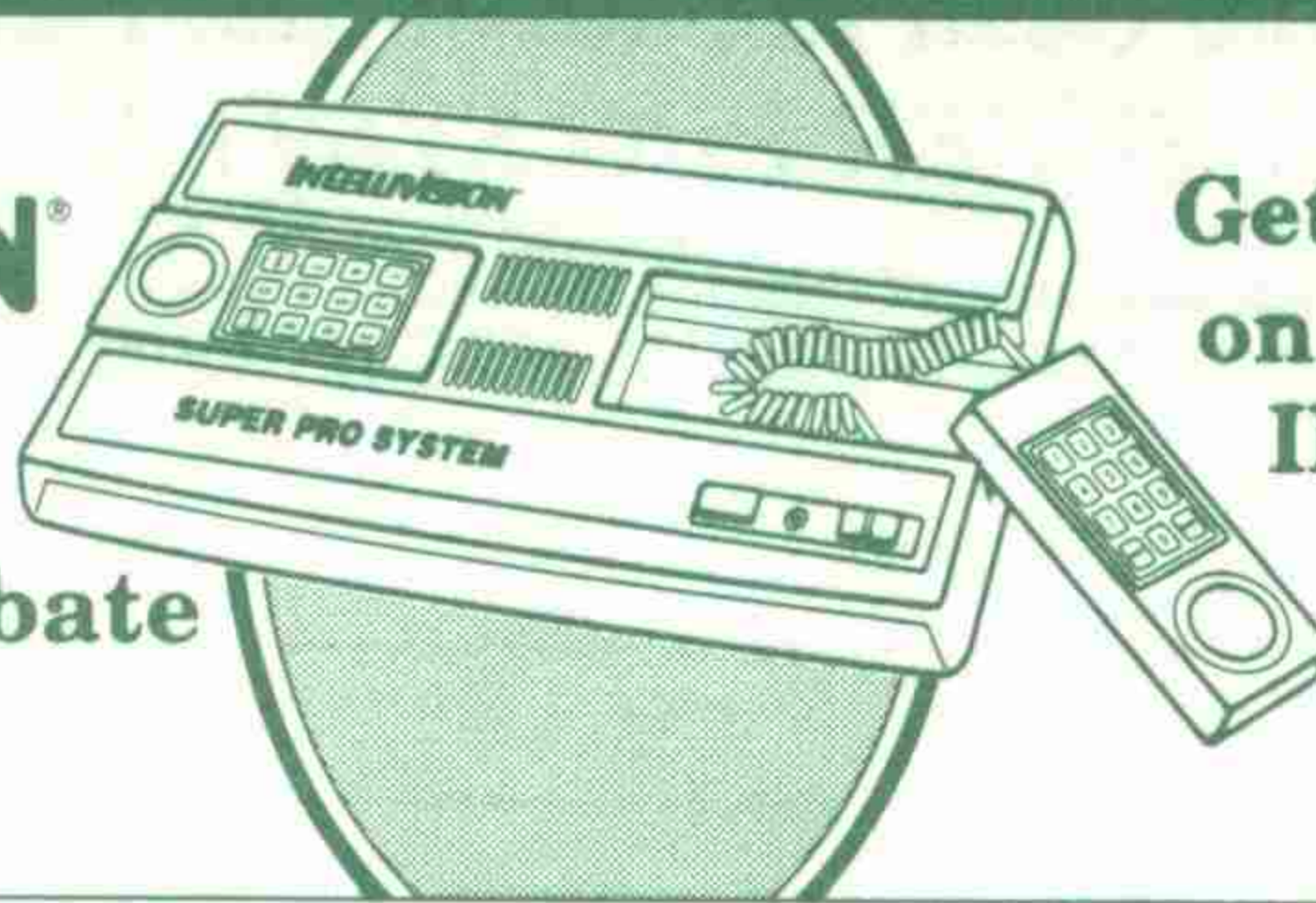


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SAVE TEN DOLLARS

\$10

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Get \$10 CASH BACK
on the Purchase of
INTV System III
or
SUPER PRO
SYSTEM

Manufacturer's Rebate
See Details on Back

INTELLIVISION WE TRUST

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Good for a \$10 Cash Rebate on the Purchase of any
INTV System III or SUPER PRO SYSTEM Console. (Model # 3504)

Please send UPC / Purchase Seal from box, copy of dated sales receipt,
and this form to INTV Corporation 3541 B Lomita Blvd., Torrance, CA 90505

PLEASE PRINT CLEARLY

Name _____

Address _____

City/State/Zip _____

Phone () _____

OFFER EXPIRES OCTOBER 29, 1988.

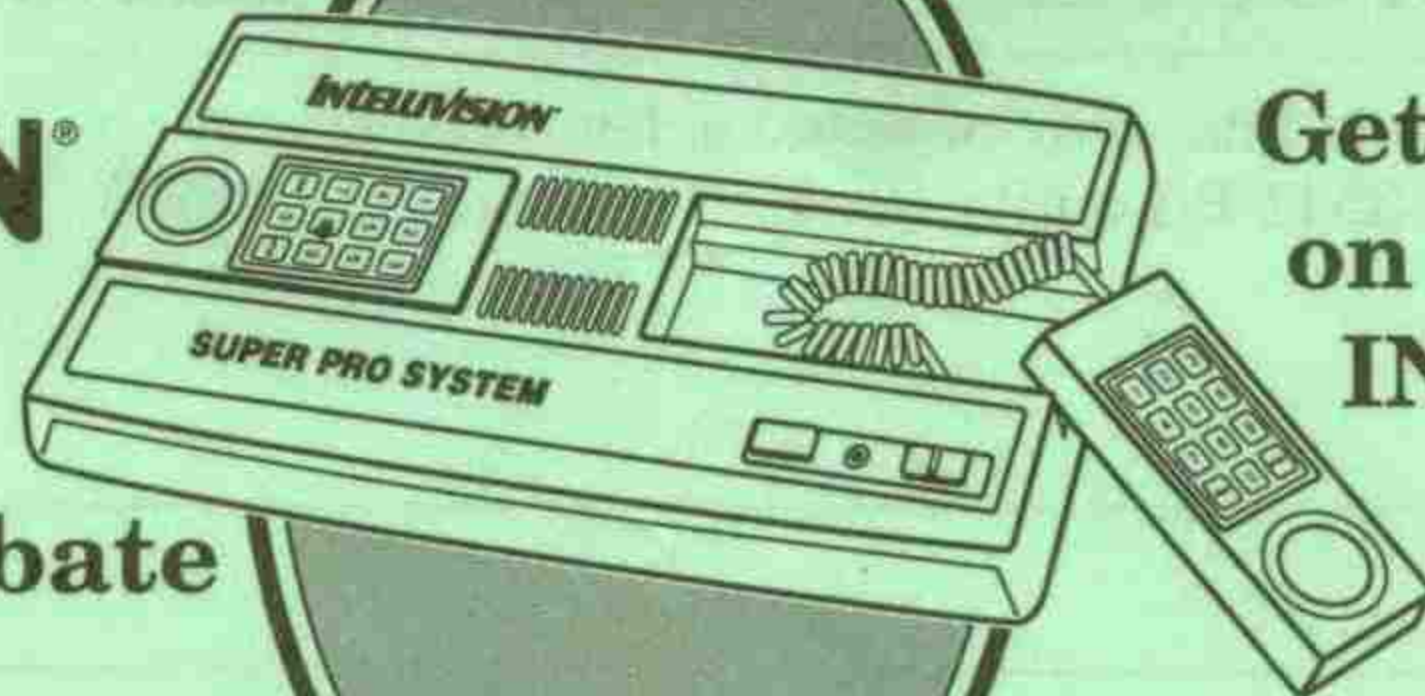
This certificate must accompany your request. No duplication or reproduction of this certificate or UPC/Purchase Seals will be accepted. Limit one rebate check per name or address. Offer good only in U.S.A. Void where prohibited, taxed or otherwise restricted. Allow 4-6 weeks for processing. **IMPORTANT: WE MUST HAVE YOUR COMPLETE ADDRESS AND ZIP CODE FOR DELIVERY.**

\$20

SAVE \$20 DOLLARS

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INTELLIVISION®



**Get \$20 CASH BACK
on the Purchase of
INTELLIVISION
SUPER PRO
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See Details on Back

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Good for a \$20 Cash Rebate on the Purchase of any
INTELLIVISION SUPER PRO SYSTEM Console. (Model # 3504)

Please send UPC / Purchase Seal from box, copy of dated sales receipt,
and this form to INTV Corporation 3541 B Lomita Blvd., Torrance, CA 90505

PLEASE PRINT CLEARLY

Name _____

Address _____

City/State/Zip _____

Phone () _____

OFFER EXPIRES JANUARY 1, 1990
This certificate must accompany your request. No duplication or reproduction of this certificate or UPC/Purchase Seals will be accepted. Limit one rebate check per name or address. Void where prohibited, taxed or otherwise restricted. Allow 4-6 weeks for processing.
IMPORTANT: WE MUST HAVE YOUR COMPLETE ADDRESS AND ZIP CODE FOR DELIVERY.



インテレビジョン

マスターコンポーネント保証書

販売店様へのお願い

ご購入いただいたインテレビジョン・マスターコンポーネントの保証はすべて本保証書をもとに弊社が行ないます。ご購入の際には、所定事項を必ずご記入の上、B片(お客様から弊社への返送用) A片(お客様控)の2枚をお客様にお渡しください。C片は販売店様控としてご保管ください。

(株)バンダイ

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愛用者カード

株式会社 **バンダイ**

本社 〒111 東京都台東区駒形2-5-4 TEL (03)842-5151



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お買上げ年月日		保証期間	1年間
昭和	年 月 日		
お客様	ご氏名	様 (才)	
	ご住所		
販売店	店名	かも川 つまづや	
	住所	〒 磐田市加茂川通り TEL (05383) 5-2355(代)	
この欄は記入しないです。			
お客様登録番号			



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昭和	年 月 日		
お客様	ご氏名	様 (才)	
	ご住所		
販売店	店名	かも川 つまづや	
	住所	〒 磐田市加茂川通り TEL (05383) 5-2355(代)	

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をお貼り
ください。

東京都台東区駒形二一五—四

(株) バンダイ

インターネットビジネス関係行

お客様登録カード・ニ愛用者カード在中

**MATTEL
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SPECIAL STORE CHECK

ISSUED BY MATTEL OF THE
MATTEL ELECTRONICS BANK AND COMPANY

VALID THROUGH JUNE 30, 1988

NO. **085590**

178
602

PAY TO THE
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THE SUM OF TWO AND 50/100 DOLLARS

\$2.50

CUSTOMER NAME AND ADDRESS:

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THIS ORDER IS VALID ONLY AT THE STORE
OR RETAILER WHO ISSUES IT.
NO CASH REFUND

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PLEASE PRINT
CUSTOMER'S NAME


VIDEO TO GO

The Sum of \$5.00 Five and 00/100 Dollars

CUSTOMER'S BANK ACCOUNT NO. 3162007403

NAME

ADDRESS

 BANK OF AMERICA

\$5.00

TOTAL VALUE \$5.00

Mattel Electronics
MATTEL ELECTRONICS

⑈075367⑈ ⑆1220066⑆ ⑆01008-0005⑈

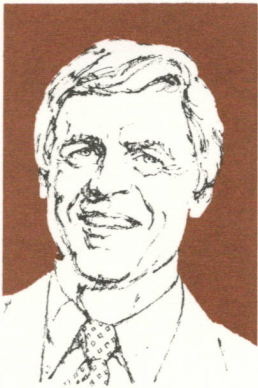
F/S 112 TRUMAN DRIVE
EDISON, NJ 08817

U.P.S. S/N 0-40-888
CARTON WEIGHT 2 LBS

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WHITEBORO, VT 05492

SEE REVERSE SIDE OF LABEL
FOR IMPORTANT INFORMATION



MATTEL ELECTRONICS®
Intellivision™
Intelligent Television

Dear Intellivision owner,

Here's your \$2.50 check. You can use it towards the purchase of any Intellivision game cartridge.

Just give it to your Mattel Electronics® retailer when you pick up your next game cartridge. The simple handling instructions are printed on the back of the check.

Along with the check, we have enclosed a catalog of all the exciting Intellivision games. You'll find some great new games that weren't available when you got your Master Component. Browse and enjoy.

Toward the back of the catalog you'll find information about the Intellivision Game Club™. If you enjoy your Intellivision games as much as I do, you'll certainly want to join.

Glad to have you on the Intellivision team!

Sincerely,

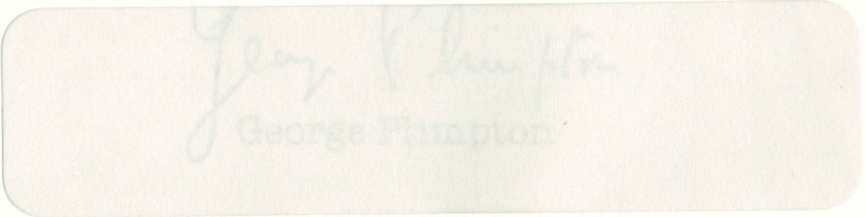
George Plimpton
George Plimpton

Mattel Electronics®
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RATE
U.S. POSTAGE
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MATTEL, INC.

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YOUR INTELLIVISION
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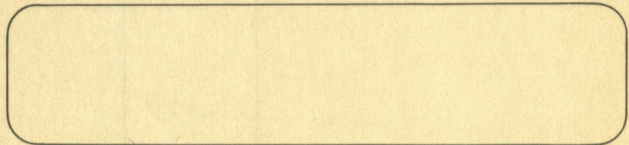
MATTEL ELECTRONICS®
IntelliVision™
Intelligent Television

BA BANK OF AMERICA

16-66
1220



PAY TO THE ORDER OF **Any Mattel Electronics® IntelliVision™ Retailer**
The Sum of *TWO and 50/100 dollars*****
ISSUED TO THE ATTENTION OF:



\$2.50

MATTEL ELECTRONICS®
IntelliVision™
Intelligent Television

VALID
THRU

George Plimpton
GEORGE PLIMPTON For Mattel, Inc.

⑈ 1 28646 ⑈ ⑆ 1 2 200066 1 ⑆ 0 1005 000 73 ⑈

HERE'S HOW TO GET YOUR FREE CARTRIDGES

1. Purchase any two Mattel Electronics® Intellivision® or Atari® 2600 (M Network™) cartridges or Sears Super Video Arcade cartridges between October 27, 1983 and January 31, 1984.
2. Completely fill in this mail in certificate and mail, along with the one end flap from each cartridge box purchased and the original dated cash register receipt(s), to:

Buy 2 Get 2 Free Offer
P.O. Box 3140
City of Industry, CA 91744

3. To qualify, all of the above items must be sent in their original form. No reproductions will be accepted. Store name must be imprinted on receipt.
4. Offer good only in USA. Any sales tax must be paid by customer. Offer void where prohibited, taxed, or otherwise restricted.
5. All requests must be received by February 29, 1984. Mattel is not responsible for lost, late or misdirected mail.
6. Allow 8 to 10 weeks for receipt of cartridges by mail.
7. Offer subject to availability of cartridges. No rainchecks or other price/product guarantees made by retailers will be honored.
8. Source material from non-compliance or duplicate requests will not be returned.

BUY 2 GET 2 FREE Mattel Electronics® Cartridges

Purchase any two Mattel Electronics® Intellivision®, Atari® 2600 (M Network™) video game cartridges or Sears Super Video Arcade cartridges and receive by return mail two cartridges free plus a \$2.50 check coupon good on your next Mattel Electronics® purchase.

Select two from the list of available cartridges appearing in this ad. Please choose two alternatives since requests are subject to availability of cartridges.

The two cartridges I would like are:

NUMBER

TITLE

NUMBER

TITLE

My two alternate selections are:

NUMBER

TITLE

NUMBER

TITLE

NAME _____

(Please Print Clearly)

ADDRESS _____

CITY _____

STATE _____

ZIP _____

**BUY 2
GET 2 FREE**

Mattel Electronics® Cartridges.

Purchase any two Mattel Electronics® Intellivision®, Atari® 2600 (M Network™) video game cartridges or Sears Super Video Arcade cartridges and receive by return mail two cartridges free plus a \$2.50 check coupon good on

The two cartridges I would like are:

NUMBER _____ TITLE _____

NUMBER _____ TITLE _____

1113 Auto Racing
1818 Sea Battle
3333 PGA Bowling
5149 Utopia
5666 Astroblast*
5861 Air Raiders*

1121 Armor Battle
1819 Boxing
3408 Sub Hunt
5161 Star Strike
5659 Space Attack*
5663 Lock 'N Chase*

1814 Tennis
2612 Space Battle
3605 Astrosmash
5305 Night Stalker
4313 Star Strike*

1816 PGA Golf
2615 NBA Basketball
3758 Snafu
5391 Tron Deadly Discs
4317 Adventures of
Tron*

1817 U.S. Ski Team
Skiing
3136 Space Hawk
5658 Super Challenge
Football*

*Mattel Electronics Cartridges® for Atari® 2600

NAME _____

(Please Print Clearly)

ADDRESS _____

CITY _____ STATE _____ ZIP _____

HERE'S HOW TO GET YOUR FREE CARTRIDGES

1. Purchase any two Mattel Electronics® Intellivision®, Atari® 2600 (M Network™) cartridges or Sears Super Video Arcade cartridges between October 27, 1983 and January 31, 1984.
2. Completely fill in this mail-in certificate, and mail along with the one end flap from each cartridge box purchased and the original dated cash register receipt(s) to:

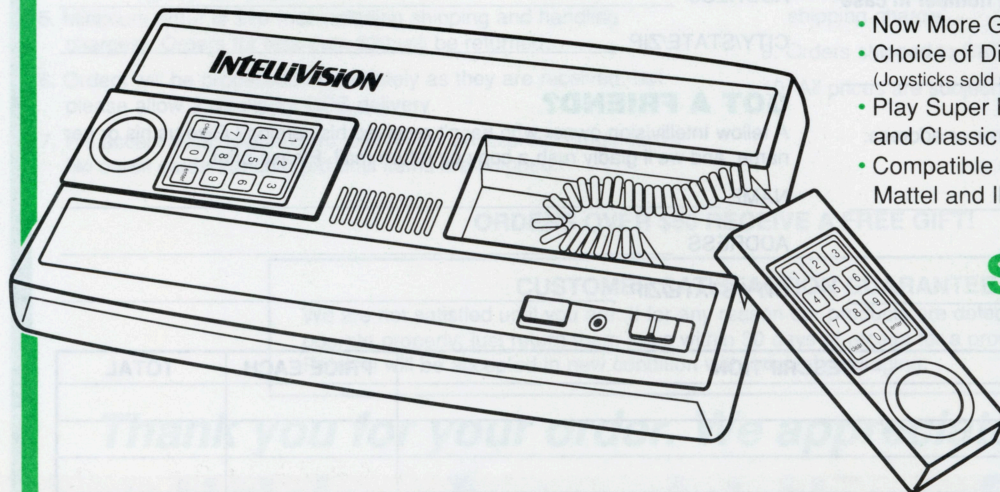
Buy 2 Get 2 Free Offer
P.O. Box 3140
City of Industry, CA 91744
3. To qualify, all of the above items must be sent in their original form. No reproductions will be accepted. Store name must be imprinted on receipt.
4. Offer good only in USA. Any sales tax must be paid by customer. Offer void where prohibited, taxed, or otherwise restricted.
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7. Offer subject to availability of cartridges. No rainchecks or other price/product guarantees made by retailers will be honored.
8. Source material from non-compliance or duplicate requests will not be returned.

0151-0661 A

GREAT SAVINGS & FREE GIFTS FOR THE HOLIDAYS

Don't Miss This Deal! Tell Your Friends!

**Yes! Buy an INTV System III and Save \$10,
plus you will qualify to receive a Free Gift**



- Now More Games Than Ever before!
- Choice of Disc Controller or Joystick Action (Joysticks sold separately).
- Play Super Pro Sports, Action and Arcade hits and Classic Video Games.
- Compatible with all Intellivision Cartridges by Mattel and INTV.

\$69⁹⁵

plus \$5.75 Shipping & Handling
ITEM NO. 3504

(see page 2 for details)

**Call Toll Free Your New Direct Number
1-800-BUY-INTV (289-4688)**

**You Can Qualify for a Free Gift or
a Discount on Your Choice of Software**

- For purchases of \$50 or more, you will receive a FREE pair of joysticks.
- For purchases of \$100 or more, you will receive a FREE pair of joysticks, **plus** you will receive 50% off the price of any one (1) cartridge listed in the catalog.

***See other side for complete details on how you can
receive Free Gifts and Discounts when you order.***

(Offer does not apply to Repair Special)

**ARE YOU LOOKING FOR OLD INTELLIVISION SOFTWARE?
ADD TO YOUR COLLECTION OF TITLES!**

- YES!** Enclosed is \$1.50 – please send me a listing of all available game titles.

Up to \$50.00 Intellivision® Rebate Offer

MASTER COMPONENT CASH REBATE BY MAIL

Here's how to get your \$20.00 rebate check on the Master Component:

1. Purchase an Intellivision® Master Component (stock #2609) between June 10 and June 20, 1982.

2. Completely fill in both this mail-in certificate and the Intellivision® purchase registration card packed in the Intellivision® box. Mail both items with your original cash receipt to:

Intellivision® Cash Rebate
Box #NB657
El Paso, Texas 79977

NAME _____

Please print clearly.

ADDRESS _____

CITY _____ STATE _____ ZIP _____

3. To qualify for the \$20.00 rebate by mail, all three items must be sent in their original form. No reproductions will be accepted.
4. Offer good only in USA. This mail-in certificate is non-transferable, and non-reproducible. Any sales tax must be paid by customer. Offer void where prohibited, taxed or otherwise restricted.
5. Offer limited to one rebate per household, address, or organization.
6. The Intellivision® Master Component must be purchased between June 10, 1982 and June 20, 1982. Purchases before June 10, 1982 and after June 20, 1982 will not be eligible for this rebate offer. Rebate requests must be postmarked on or before July 31, 1982. Mattel is not responsible for lost, late or misdirected mail.
7. Allow six to eight weeks for receipt of rebate.

8. Offer subject to availability of Intellivision® Master Component and good only while supply lasts. No raincheck or other price/product guarantees made by retailers will be honored.

GAME CARTRIDGE CHECK COUPONS BY MAIL

Along with your \$20.00 Master Component rebate, we will send you a booklet of five special check-coupons good for up to \$30.00 off the purchase of 10 Intellivision® game cartridges. Check coupons are good for 10 Intellivision® game cartridges of your choice during specific periods shown on each check.

The \$30.00 check-coupon offer is good only on Master Component purchases made between June 10 – 20, 1982. You must fill out all purchase/registration information above to be eligible for the special coupon booklet.

NOTICE

FACTORY MODIFICATION TO ORIGINAL MASTER COMPONENT (MODEL #2609) IS REQUIRED AT OWNER'S EXPENSE OF \$19.95 POSTAGE PREPAID. RECEIVE A FREE M-NETWORK CARTRIDGE OF OUR CHOICE AFTER RETURN OF UNIT. ALLOW UP TO 6 WEEKS FOR DELIVERY OF UNIT.

To arrange to have this modification made, fill out the back of this card and send with your payment and Master Component to:

IN THE UNITED STATES
MATTEL ELECTRONICS
13040 East Temple Avenue
City of Industry, CA 91746
Attn: System Changer Modification

If you have any questions,
call the toll free telephone service number below.

In the UNITED STATES call (800) 421-2826

Alaska, California, or Hawaii Residents must call (213) 978-7056 Direct/Collect

Fill out this card and return it with your payment of \$19.95 and your Intellivision Master Component postage prepaid to the address listed on the reverse side. Payment must be made by check or money order made payable to Mattel Electronics, Inc.

PLEASE PRINT CLEARLY

Name

Address

City

State

Zip

Please allow up to 6 weeks for delivery of unit.
Cartridge will be sent under separate cover.

Offer expires January 31, 1984

PRINTED IN U.S.A. 4610-6012



INTELLIVISION™ Intelligent Television

GAME OWNERS CLUB

Your chance to join — FREE

The **INTELLIVISION** Game Owners Club is an exclusive club in which membership is restricted solely to **INTELLIVISION** owners and their families. Membership is entirely FREE.

The objects of the Game Owners club are to:

- provide advance notice of new cartridges.
- give members and their families advice on how to increase their enjoyment of their **INTELLIVISION** system.
- obtain suggestions on how to develop playing skills, in-home tournaments etc.
- ensure you get the best possible use out of your **INTELLIVISION** system.

By enrolling in the Game Owners Club now, you will become a Founder Member and your children will automatically become Associate Members. Remember, membership is completely FREE.

To take advantage of this unique opportunity, complete the form below and send it to: The Secretary, **INTELLIVISION** Game Owners Club, P.O. Box 38, Gladesville, N.S.W. 2111.

MEMBERSHIP FORM

I have just bought my **INTELLIVISION** unit and would like to become a Founder Member of the **INTELLIVISION** Owners Club.

Model purchased _____ YES ___ I would like my children to become Associate Members of the **INTELLIVISION** Game Owners Club.

Date of purchase _____

Store from which purchased _____

Owners Name _____

Address _____

Child's Name _____ Age _____

INTELLIVISION Game Owners Club, P.O. Box 38, Gladesville, N.S.W. 2111.

Lifestyle Electronics
P.O. Box 38
Gladesville, N.S.W., 2111

90 DAY LIMITED WARRANTY

This warranty is given in addition to any warranty implied by statute. Lifestyle Electronics, a division of Seventeen Pty. Ltd., warrants to the original consumer purchaser of any cartridge it distributes that the product will be free of defects in material or workmanship for 90 days from the date of purchase. If defective, return the product along with proof of the date of purchase to either your place of purchase or postage prepaid, to: Lifestyle Electronics, P.O. Box 38, Gladesville, N.S.W., 2111.

Lifestyle Electronics' liability is limited to claims under this warranty and liability for consequential loss including any loss arising from negligence is hereby excluded. Any rights implied by statute that cannot be excluded, restricted or modified are not affected by this warranty.

HOW TO ORDER YOUR REPLACEMENT OVERLAYS

NOTE: SEPARATE CARTRIDGES ARE NEEDED FOR THE PROGRAMS LISTED BELOW

Complete the order form below and mail it with your cheque or money order for \$2.99 per set of 2 overlays. Address cheque or money order to Lifestyle Electronics, P.O. Box 38, Gladesville, N.S.W., 2111. Allow 4-6 weeks for delivery. Offer subject to availability.

Mark quantity ordered

BOWLING	3333-4289	___ sets
SOCCER	1683-4289	___ sets
LAS VEGAS ROULETTE	1118-4289	___ sets
ELECTRIC CO. MATH FUN	2613-4289	___ sets
ELECTRIC CO. WORD FUN	1122-4289	___ sets
FOOTBALL	2610-4289	___ sets
HORSE RACING	1123-4289	___ sets
CHECKERS	1120-4289	___ sets
AUTO RACING	1113-4289	___ sets
SEA BATTLE	1818-4289	___ sets
SKIING	1817-4289	___ sets
TENNIS	1814-4289	___ sets
GOLF	1816-4289	___ sets
BASKETBALL	2615-4289	___ sets
HOCKEY	1114-4289	___ sets
BACKGAMMON	1119-4289	___ sets
LAS VEGAS POKER & BLACKJACK	2611-4289	___ sets
ARMOR BATTLE	1121-4289	___ sets
BASEBALL	2614-4289	___ sets
SPACE BATTLE	1819-4289	___ sets
BOXING	1819-4289	___ sets

Amount enclosed _____

Total sets ordered _____

Your name _____

Address _____



is an Official Member in good standing



is an Official member in good standing.

George Plimpton

George Plimpton
Honorary President

Seal card here

Thank you for purchasing an INTELLIVISION™ Intelligent Television component. We will be continually adding to our cartridge and cassette library. Please take the time to completely fill in the information on both sides of the card. In return we will send you announcements about new program introductions.

RETURN THIS CARD TO MATTEL ELECTRONICS FOR:

FREE ANNOUNCEMENTS 96AB

OF NEW INTELLIVISION™ CARTRIDGES & CASSETTES.

1. Mr. 2. Mrs. 3. Ms. 4. Miss

96AB

First Name	Initial	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

Street	Apt. No.
<input type="text"/>	<input type="text"/>

City	State	Zip
<input type="text"/>	<input type="text"/>	<input type="text"/>

Model 1149 Serial No. _____

2. Date of Purchase:
Mo Day Yr

3. Where was this Intellivision component purchased?

- 1. Department store
- 2. Discount store
- 3. T.V. or appliance store
- 4. Electronics or computer store
- 5. Catalog showroom
- 6. General merchandise store
(Penney's, Sears, Wards, etc.)
- 7. Mail order
- 8. Toy, hobby, craft store
- 9. Received as a gift
- 10. Other store: _____

6. Which of the following have you done in the past 6 months? (check all that apply)

- 1. Redeemed a product coupon
- 2. Ordered an item from mail order catalog
- 3. Sent in product inquiry card from magazine
- 4. Bought item from offer received in mail
- 5. Entered sweepstakes/contest

7. Month and year of your birth:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Mo.		Yr.			

4. How many more cartridges/cassettes do you expect to buy in the next 12 months?

- 1. 1-2
- 2. 3-4
- 3. 5-6
- 4. 7-8
- 5. 9-10
- 6. 11 & over

8. Marital status:

- 1. Married
- 2. Unmarried

5. Please indicate 1.) which cartridges/cassettes you purchased (received) with your Intellivision by placing a 1 in the appropriate box, and 2.) which cartridges/cassettes you expect to buy in the next 12 months by placing a 2 in the appropriate box.

Purchased — indicate with a 1
Plan to buy — indicate with a 2

Cartridges

- | | |
|---------------------|---------------------------|
| 01. ___ Baseball | 17. ___ Chess |
| 02. ___ Football | 18. ___ Bowling |
| 03. ___ Basketball | 19. ___ Sea Battle |
| 04. ___ Soccer | 20. ___ Space Battle |
| 05. ___ Hockey | 21. ___ Poker & Blackjack |
| 06. ___ Auto Racing | 22. ___ Roulette |
| 07. ___ Tennis | 23. ___ Horse Racing |

Cassettes

- | | |
|----------------------|-----------------------------------|
| 08. ___ Golf | 24. ___ Conversational Spanish |
| 09. ___ Skiing | 25. ___ Stock Analysis |
| 10. ___ Boxing | 26. ___ Physical Conditioning |
| 11. ___ Backgammon | 27. ___ Astrology |
| 12. ___ Checkers | 28. ___ BASIC Computer Language |
| 13. ___ Math Fun | 29. ___ Music |
| 14. ___ Word Fun | 30. ___ Family Financial Planning |
| 15. ___ Armor Battle | 31. ___ Conversational French |
| 16. ___ Motocross | |

9. Which group best describes your family income:

- 1. Under \$10,000
- 2. \$10,000-\$14,999
- 3. \$15,000-\$19,999
- 4. \$20,000-\$24,999
- 5. \$25,000-\$29,999
- 6. \$30,000-\$34,999
- 7. \$35,000-\$39,999
- 8. \$40,000-\$44,999
- 9. \$45,000-\$49,999
- 10. \$50,000 & over

10. Do you have any children in any of the following age groups who are living at home?

- 1. Under age 2
- 2. Age 2-4
- 3. Age 5-7
- 4. Age 8-10
- 5. Age 11-12
- 6. Age 13-15
- 7. Age 16-18

11. For your primary residence, do you:

- 1. Own a house?
- 2. Rent a house?
- 3. Own a townhouse/condominium?
- 4. Rent an apartment?

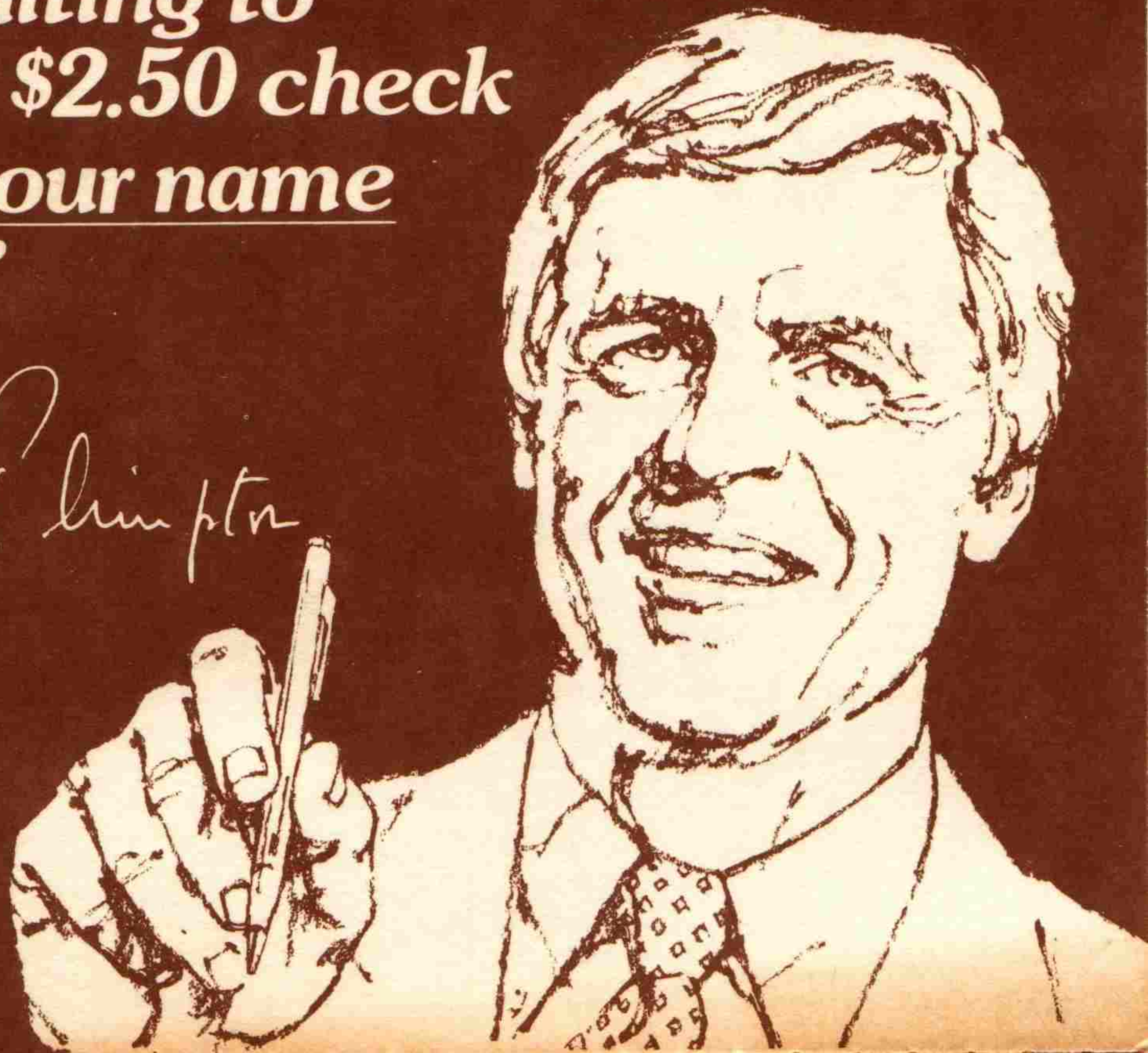
12. Which of the following types of credit cards do you use?

- 1. Travel/Entertainment (American Express, Diners Club, Carte Blanche)
- 2. Bank (Master Charge, Visa)
- 3. Gas, department store, etc.

Please detach this panel before mailing.

***“I’m waiting to
sign a \$2.50 check
with your name
on it!”***

Geary P. Chumpton





**A \$2.50 check
towards your next
IntellivisionTM Intelligent Television
cartridge or cassette
purchase!**

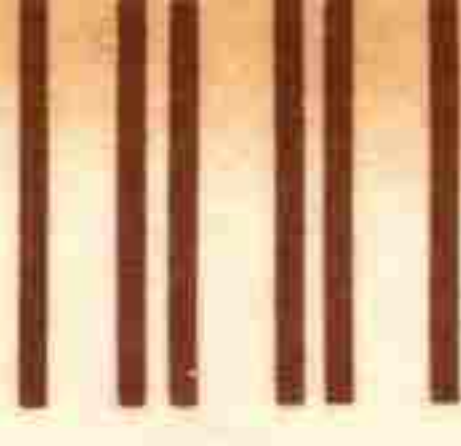
- Send us your completed purchase registration card.
- We'll send you a \$2.50 check good at participating Mattel retailers towards your next purchase of an Intellivision cartridge or cassette.

ENJOY!

Geary R. Hinpton

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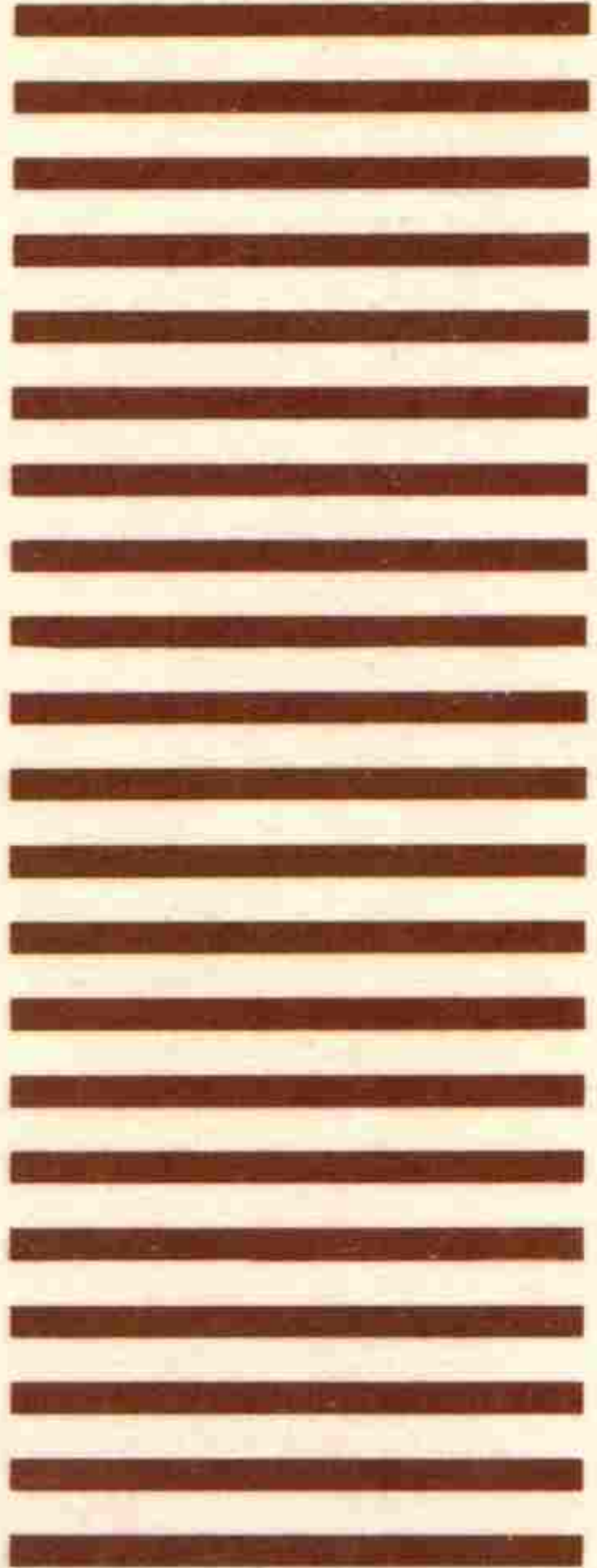


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MATTEL ELECTRONICS
P.O. Box 17428
Denver, Colorado 80217



Market Research Department

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1149-0770 G1

Please fold here.

12. What is your occupation? (check one)

- 1. Homemaker
- 2. Physician/Dentist
- 3. Professional/Technical
- 4. Upper Mgt./Administrator
- 5. Craftsman/Tradesman
- 6. Clerical/White Collar
- 7. Sales/Service/Middle Mgt.
- 8. Retired
- 9. Student

13. Which of the following interests and hobbies do you and your family enjoy?

- 1. Tennis
- 2. Golf
- 3. Snow Skiing
- 4. Running/Jogging
- 5. Camping/Hiking
- 6. Hunting/Shooting
- 7. Fishing
- 8. Bicycling
- 9. Racquetball
- 10. Sailing/Boating
- 11. Motorbiking/Motorcycling
- 12. Home Video Games
- 13. Physical Fitness/Exercise
- 14. Home Video Recording
- 15. Recreational Vehicle/4-WD
- 16. Photography
- 17. CB Radio
- 18. Home Workshop/Do-It-Yourself
- 19. Gardening/Plants
- 20. Electronics
- 21. Automotive Work
- 22. Sewing/Needlework
- 23. Crafts
- 24. Collectibles/Collections

- 25. Art & Antiques
- 26. Stereo Music Equipment
- 27. Foreign Travel
- 28. Attending Cultural/Arts Events
- 29. Gourmet Foods/Cooking
- 30. Health/Natural Foods
- 31. Wines
- 32. Fashion Clothing
- 33. Home Furnishings/Decorating
- 34. Records & Tapes
- 35. Avid Book Reading
- 36. Science Fiction
- 37. Astrology/Occult
- 38. Stock/Bond Investments
- 39. Real Estate Investments
- 40. Self Improvement Programs
- 41. Community/Civic Activities
- 42. Breeding Dogs
- 43. Raising Cats
- 44. Raising Horses
- 45. Stamp Collecting
- 46. Coin Collecting
- 47. Wildlife/Environmental Issues

We appreciate your taking time to complete this card; the information provided will help us serve you better in the future. We participate in a multi-company program whereby you can receive mailings and information about products and services related to the interest areas and other information you have indicated above. Please check here if you would prefer not to learn about such products and services.

If you have comments or suggestions about our product, please write to:

Consumer Affairs Dept.
Mattel Electronics
5150 Rosecrans Ave.
Hawthorne, Calif. 90250

PURCHASE REGISTRATION CARD

1. 1. Mr. 2. Mrs. 3. Ms. 4. Miss

96E

First Name	Initial	Last Name
Street		Apt. No
City	State	Zip

2.

Model No.	1 1 4 9	Serial No.		Date of Purchase:	
				Mo.	Day
					Yr.

3. Where was this Intellivision component purchased?

- 1. Department store
- 2. Discount store
- 3. T.V. or appliance store
- 4. Electronics or computer store
- 5. Catalog showroom
- 6. General merchandise store (Penney's, Sears, Wards, etc.)
- 7. Mail order
- 8. Toy, hobby, craft store
- 9. Received as a gift
- 10. Other store:

6. Month and year of your birth:

		1	9		
Mo.		Yr.			

7. Marital status:

- 1. Married
- 2. Unmarried

4. Did you own an Intellivision game unit prior to the purchase of the keyboard?

- 1. Yes
- 2. No, I purchased the game unit at the same time as the keyboard.

8. Which group best describes your family income:

- 1. Under \$10,000
- 2. \$10,000-\$14,999
- 3. \$15,000-\$19,999
- 4. \$20,000-\$24,999
- 5. \$25,000-\$29,999
- 6. \$30,000-\$34,999
- 7. \$35,000-\$39,999
- 8. \$40,000-\$44,999
- 9. \$45,000-\$49,999
- 10. \$50,000 & over

5. Please circle the A next to each cassette you purchased (received) with your Intellivision; please circle the B next to each cassette you plan to buy within the next 12 months.

Cassettes

- 1. **A B** Conversational Spanish
- 2. **A B** Stock Analysis
- 3. **A B** Physical Conditioning
- 4. **A B** Astrology
- 5. **A B** BASIC Computer Language
- 6. **A B** Music
- 7. **A B** Family Budgeting
- 8. **A B** Conversational French
- 9. **A B** Crosswords 1
- 10. **A B** Crosswords 2
- 11. **A B** Crosswords 3
- 12. **A B** Geography
- 13. **A B** Super NFL Football

9. Do you have any children in any of the following age groups who are living at home?

- 1. None
- 2. Under age 2
- 3. Age 2-4
- 4. Age 5-7
- 5. Age 8-10
- 6. Age 11-12
- 7. Age 13-15
- 8. Age 16-18

10. For your primary residence, do you:

- 1. Own a house?
- 2. Rent a house?
- 3. Own a townhouse/condominium?
- 4. Rent an apartment?

11. Which of the following types of credit cards do you use?

- 1. Travel/Entertainment (American Express, Diners Club, Carte Blanche)
- 2. Bank (Master Charge, Visa)
- 3. Gas, department store, etc.
- 4. None of the above

(over)

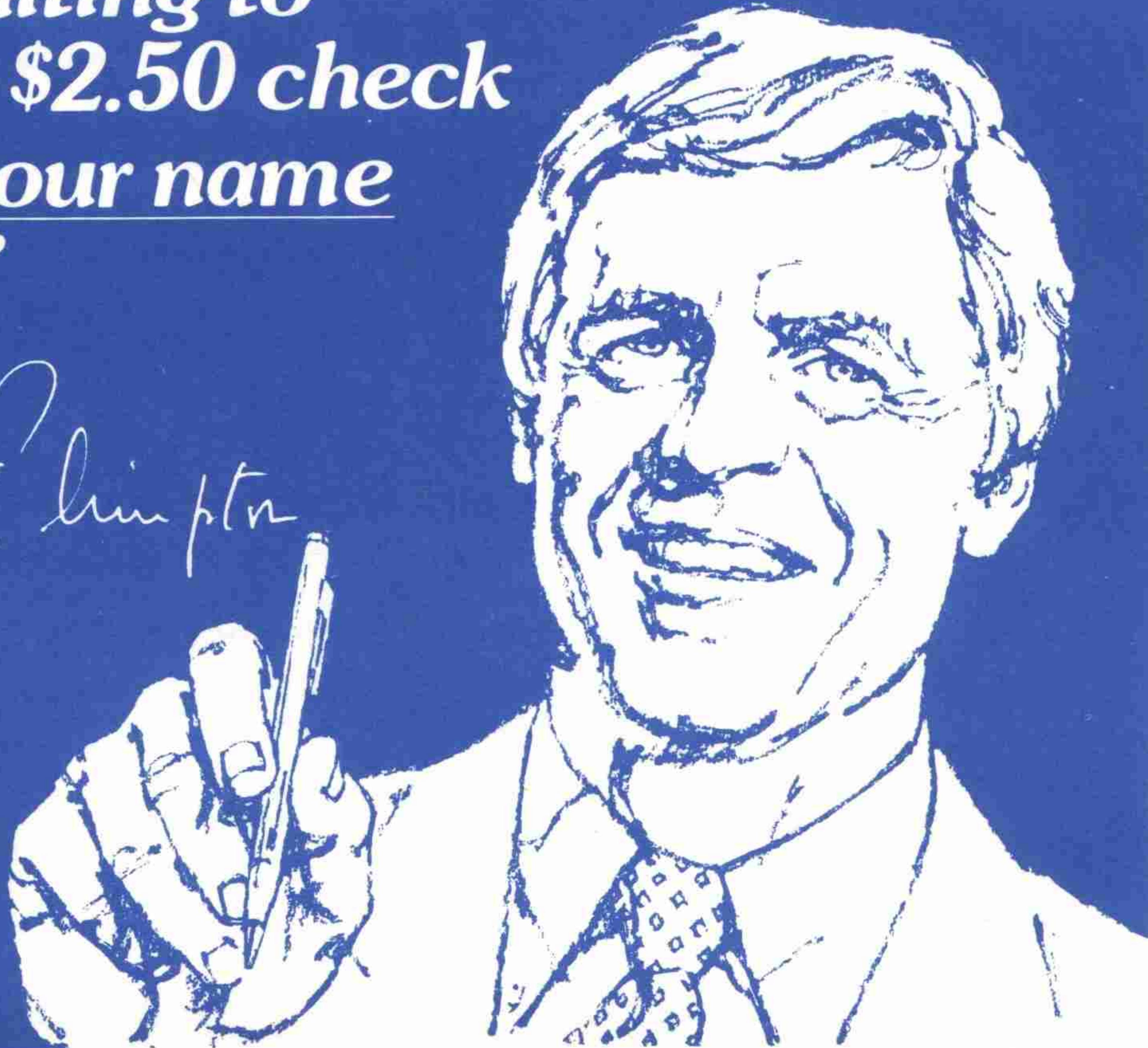
Seal card here.

PRINTED IN U.S.A.

Please detach this panel before mailing.

***“I’m waiting to
sign a \$2.50 check
with your name
on it!”***

Gay Chimpin





**A \$2.50 check
coupon towards
your next Intellivision[®]
game cartridge
purchase!**

- Send us your completed purchase registration card.
- We'll send you a \$2.50 check coupon good at participating Mattel retailers towards your next purchase of an Intellivision cartridge.
- We'll also send you the most up-to-date catalog of all the great Intellivision cartridges.

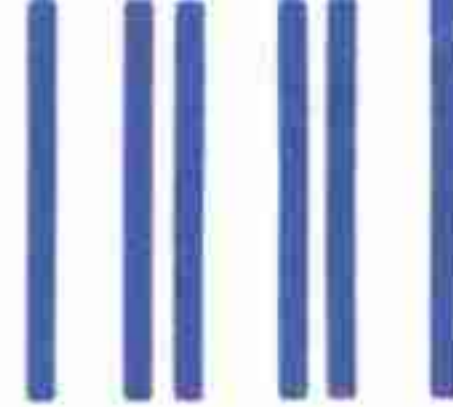
ENJOY!

Jerry Blumstein

Offer good in U.S.A. only.

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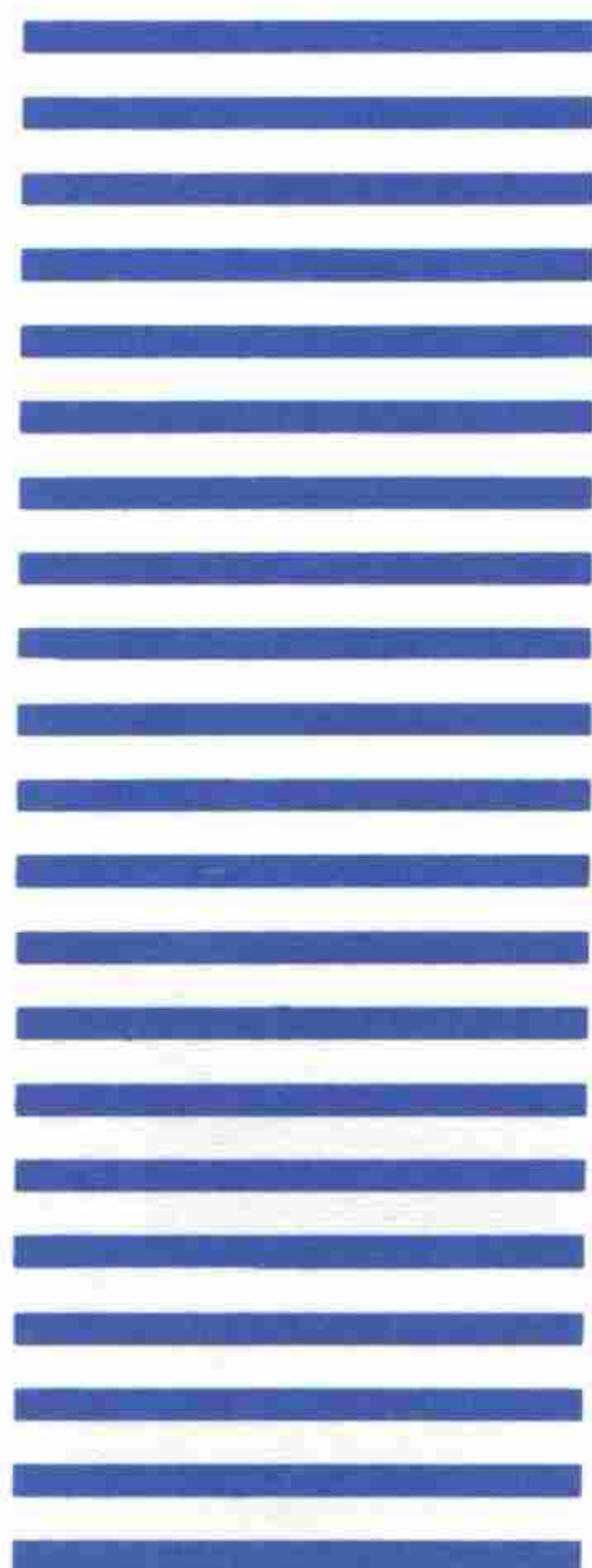
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P.O. Box 17904
Denver, Colorado 80217



Market Research Department

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5872-0820

Please fold here.

12. To help us understand our customers' lifestyles, please indicate the interests and activities in which you or your spouse enjoy participating on a regular basis:

- | | | |
|--|---|--|
| 1. <input type="checkbox"/> Golf | 17. <input type="checkbox"/> Automotive Work | 33. <input type="checkbox"/> Coin/Stamp Collecting |
| 2. <input type="checkbox"/> Racquetball | 18. <input type="checkbox"/> Electronics/Do-It-Yourself | 34. <input type="checkbox"/> Collectibles/Collections |
| 3. <input type="checkbox"/> Running/Jogging | 19. <input type="checkbox"/> Home Workshop/Do-It-Yourself | 35. <input type="checkbox"/> Fine Art/Antiques |
| 4. <input type="checkbox"/> Snow Skiing | 20. <input type="checkbox"/> Photography | 36. <input type="checkbox"/> Real Estate Investments |
| 5. <input type="checkbox"/> Tennis | 21. <input type="checkbox"/> Stereo, Records and Tapes | 37. <input type="checkbox"/> Stock/Bond Investments |
| 6. <input type="checkbox"/> Bicycling Frequently | 22. <input type="checkbox"/> Avid Book Reading | 38. <input type="checkbox"/> Contests/Sweepstakes |
| 7. <input type="checkbox"/> Boating/Sailing | 23. <input type="checkbox"/> Bible/Devotional Reading | 39. <input type="checkbox"/> Health/Natural Foods |
| 8. <input type="checkbox"/> Bowling | 24. <input type="checkbox"/> Crafts | 40. <input type="checkbox"/> Household Pets (dogs, cats, etc.) |
| 9. <input type="checkbox"/> Gardening/Plants | 25. <input type="checkbox"/> Needlework/Knitting | 41. <input type="checkbox"/> Our Nation's Heritage |
| 10. <input type="checkbox"/> Physical Fitness/Exercise | 26. <input type="checkbox"/> Sewing | 42. <input type="checkbox"/> Wildlife/Environmental Issues |
| 11. <input type="checkbox"/> Camping/Hiking | 27. <input type="checkbox"/> Attending Cultural/Arts Events | 43. <input type="checkbox"/> Science/New Technology |
| 12. <input type="checkbox"/> Fishing Frequently | 28. <input type="checkbox"/> Community/Civic Activities | 44. <input type="checkbox"/> Personal/Home Computer |
| 13. <input type="checkbox"/> Hunting/Shooting | 29. <input type="checkbox"/> Foreign Travel | 45. <input type="checkbox"/> Video Games |
| 14. <input type="checkbox"/> Motorbiking/Motorcycling | 30. <input type="checkbox"/> Gourmet Cooking/Fine Foods | 46. <input type="checkbox"/> Videocassette Recording (VCR) |
| 15. <input type="checkbox"/> Recreational Vehicle/4-WD | 31. <input type="checkbox"/> Home Decorating | 47. <input type="checkbox"/> Cable TV Viewing |
| 16. <input type="checkbox"/> CB Radio | 32. <input type="checkbox"/> Wines | 48. <input type="checkbox"/> Watching Sports on TV |

13. Occupation:

- | | You | Your Spouse |
|---------------------------|------------------------------|------------------------------|
| NOT MARRIED | 0. <input type="checkbox"/> | |
| Homemaker | 1. <input type="checkbox"/> | 1. <input type="checkbox"/> |
| Professional/Technical | 2. <input type="checkbox"/> | 2. <input type="checkbox"/> |
| Executive/Administrator | 3. <input type="checkbox"/> | 3. <input type="checkbox"/> |
| Middle Mgt./White Collar | 4. <input type="checkbox"/> | 4. <input type="checkbox"/> |
| Sales/Marketing | 5. <input type="checkbox"/> | 5. <input type="checkbox"/> |
| Clerical | 6. <input type="checkbox"/> | 6. <input type="checkbox"/> |
| Craftsworker | 7. <input type="checkbox"/> | 7. <input type="checkbox"/> |
| Machine Oper./Blue Collar | 8. <input type="checkbox"/> | 8. <input type="checkbox"/> |
| Service Worker | 9. <input type="checkbox"/> | 9. <input type="checkbox"/> |
| Retired | 10. <input type="checkbox"/> | 10. <input type="checkbox"/> |
| Student | 11. <input type="checkbox"/> | 11. <input type="checkbox"/> |

We appreciate your taking time to complete this card; the information provided will help us serve you better in the future. We participate in a multi-company program whereby you can receive mailings and information about products and services related to the interest areas and other information you have indicated above. Please check here if you would prefer not to learn about such products and services.

If you have comments or suggestions about our product, please write to:

Consumer Affairs Dept.
Mattel Electronics
5150 Rosecrans Ave.
Hawthorne, Calif. 90250

PURCHASE REGISTRATION CARD

Thank you for purchasing a Mattel Electronics INTELLIVISION® II master component. We will be continually adding to our cartridge library. Please take the time to completely fill in the information on both sides of the card.

1. 1. Mr. 2. Mrs. 3. Ms. 4. Miss 5. Dr.

First Name	Initial	Last Name
Street		Apt. No
City	State	Zip

2.

Model No.	5	8	7	2	Serial No.						Date of Purchase:				
												Mo.	Day	Yr.	

3. Where was this Intellivision component purchased?

1. Department store
2. Discount store
3. T.V. or appliance store
4. Electronics or computer store
5. Catalog showroom
6. General merchandise store (Penney's, Sears, Wards, etc.)
7. Mail order
8. Toy, hobby, craft store
9. Received as a gift
10. Other store:

4. Which of the following individuals originally requested or recommended the purchase of the Intellivision™ video game?

1. Decided myself
2. Husband or Wife
3. Son 12 or under
4. Son 13 or over
5. Daughter 12 or under
6. Daughter 13 or over
7. Friend or acquaintance

5. Before the actual purchase, how long had you seriously considered buying a video game?

1. Less than 1 week
2. 1 to 2 weeks
3. 3 to 4 weeks
4. 5 to 8 weeks
5. 2 to 3 months
6. 4 to 6 months
7. Over 6 months

6. Do you now own or have you owned a T.V. video game system with individual game cartridges? If so, please indicate brand.

1. No prior ownership
2. Atari® Video Game System
3. Magnavox Odyssey®
4. Sears Video Arcade
5. Bally/Astrocade
6. Other _____

7. Month and year of your birth:

		1	9		
Mo.		Yr.			

8. Which group describes your annual family income:

- | | |
|---|--|
| 1. <input type="checkbox"/> Under \$10,000 | 7. <input type="checkbox"/> \$35,000-\$39,999 |
| 2. <input type="checkbox"/> \$10,000-\$14,999 | 8. <input type="checkbox"/> \$40,000-\$44,999 |
| 3. <input type="checkbox"/> \$15,000-\$19,999 | 9. <input type="checkbox"/> \$45,000-\$49,999 |
| 4. <input type="checkbox"/> \$20,000-\$24,999 | 10. <input type="checkbox"/> \$50,000-\$54,999 |
| 5. <input type="checkbox"/> \$25,000-\$29,999 | 11. <input type="checkbox"/> \$55,000-\$59,999 |
| 6. <input type="checkbox"/> \$30,000-\$34,999 | 12. <input type="checkbox"/> \$60,000 & over |

9. Do you have any children in any of the following age groups who are living at home?

- | | |
|---|---------------------------------------|
| 1. <input type="checkbox"/> None | 5. <input type="checkbox"/> Age 8-10 |
| 2. <input type="checkbox"/> Under age 2 | 6. <input type="checkbox"/> Age 11-12 |
| 3. <input type="checkbox"/> Age 2-4 | 7. <input type="checkbox"/> Age 13-15 |
| 4. <input type="checkbox"/> Age 5-7 | 8. <input type="checkbox"/> Age 16-18 |

10. For your primary residence, do you:

1. Own a house?
2. Rent a house?
3. Own a townhouse/condominium?
4. Rent an apartment?

11. Which types of credit cards do you use regularly?

1. American Express, Diners Club, Carte Blanche
2. Bank card (MasterCard, Visa)
3. None of the above

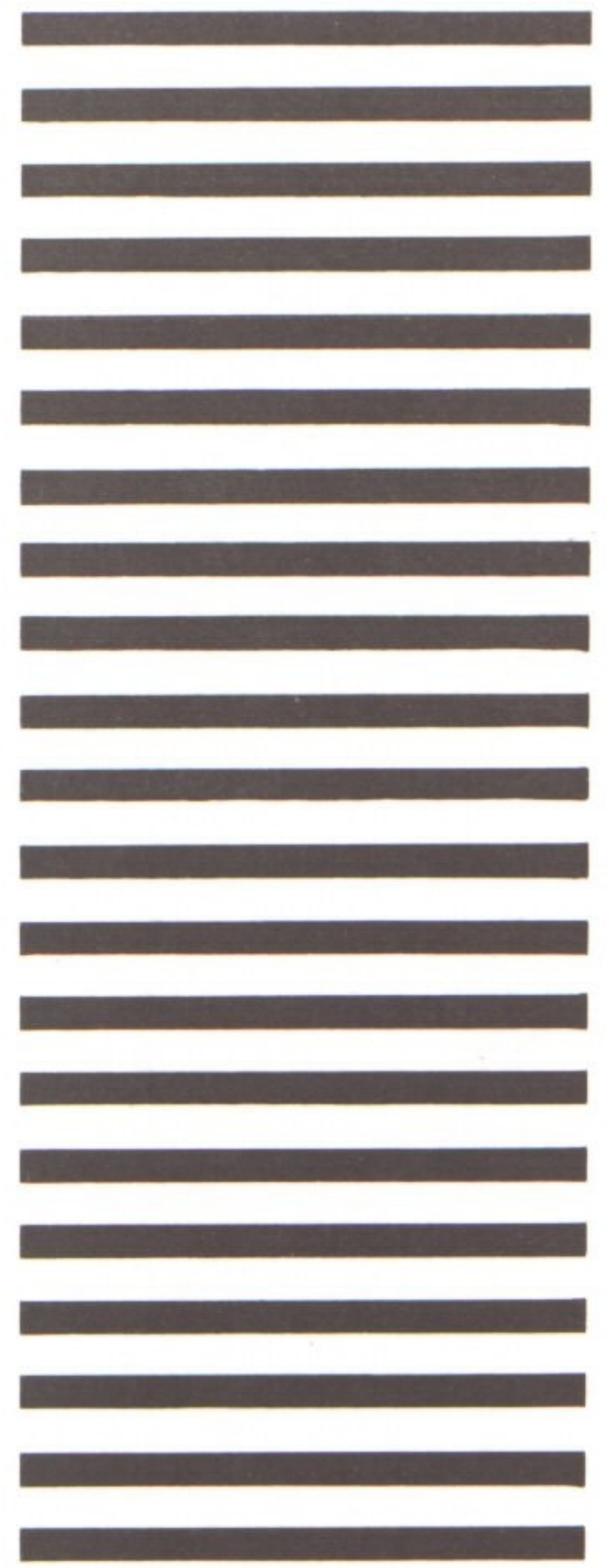


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Denver, CO 80217



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your **FREE** copy of the book:

**STEP-BY-STEP GUIDE
TO HOME COMPUTING**

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and receive your FREE copy of the book:
STEP-BY-STEP GUIDE TO HOME COMPUTING

Thank you for purchasing your INTELLIVISION® Computer Adaptor.
Please take the time to completely fill in the information on both sides of this
card. Note below if you wish to receive a FREE copy of the book, STEP-BY-STEP
GUIDE TO HOME COMPUTING (a beginner's guide to Intellivision® BASIC).

- YES, I would like to receive the STEP-BY-STEP GUIDE TO HOME COMPUTING
book. (Please allow 10 to 12 weeks for delivery.)
- NO, I do not want a copy of the STEP-BY-STEP GUIDE TO HOME COMPUTING
book.

Offer good only in U.S.A.

Offer void where prohibited, taxed or otherwise restricted. Offer expires December 31, 1984.

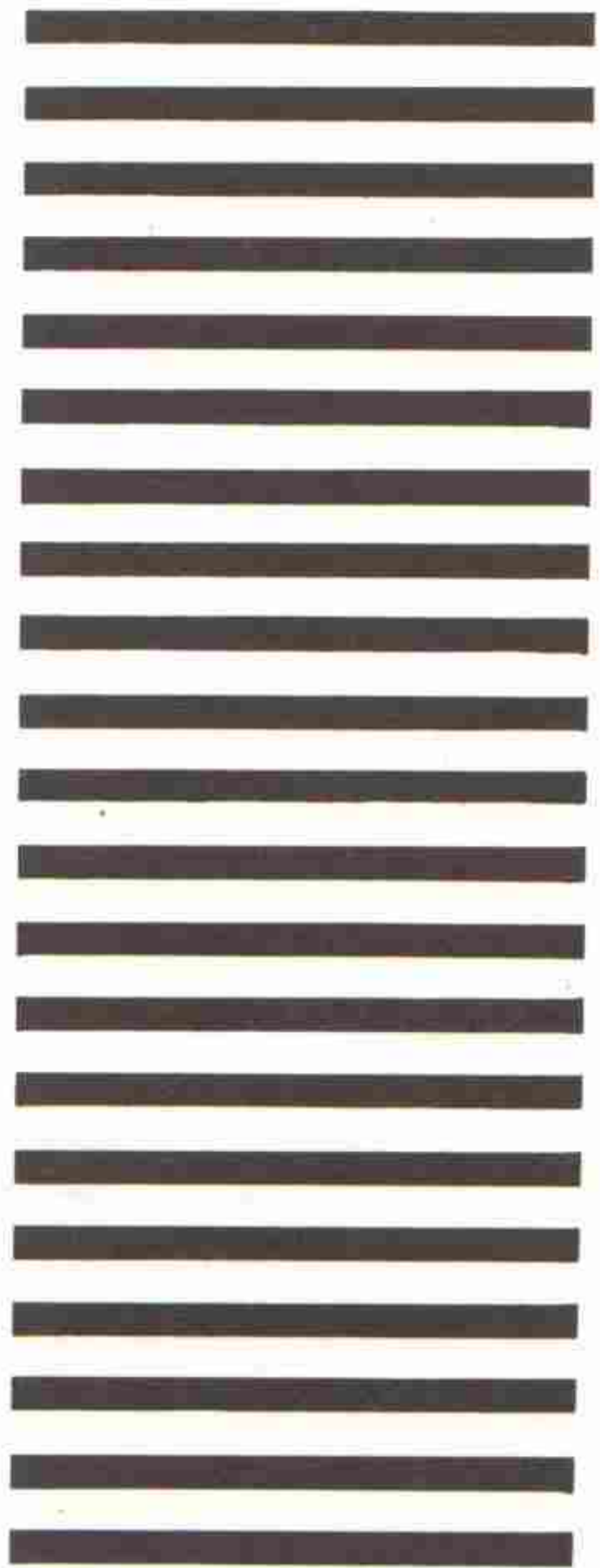


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P.O. Box 17283
Denver, CO 80217



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9. Which group describes your annual family income:

- 1. Under \$10,000
- 2. \$10,000-\$14,999
- 3. \$15,000-\$19,999
- 4. \$20,000-\$24,999
- 5. \$25,000-\$29,999
- 6. \$30,000-\$34,999
- 7. \$35,000-\$39,999
- 8. \$40,000-\$44,999
- 9. \$45,000-\$49,999
- 10. \$50,000-\$54,999
- 11. \$55,000-\$59,999
- 12. \$60,000 & over

10. Which types of credit cards do you use regularly?

- 1. American Express, Diners Club, Carte Blanche
- 2. Bank card (MasterCard, Visa)
- 3. None of the above

11. For your primary residence, do you:

- 1. Own a house?
- 2. Rent a house?
- 3. Own a townhouse/condominium?
- 0. Rent an apartment?

12. Check any additional peripherals you might be interested in as a future purchase?

- 1. Larger memory expander
- 2. Modem
- 3. Printer
- 4. Cassette recorder
- 5. Other (please specify): _____

13. How did you learn about INTELLIVISION® computer peripherals?

- 1. TV Advertising
- 2. Radio
- 3. Magazine
- 4. Newspaper
- 5. Direct Mail
- 6. Store Display
- 7. Word of mouth

If you have comments or suggestions about our product, please write to:

Consumer Affairs Department
Mattel Electronics
5000 E. 147th Street
Hawthorne, CA 90250

PLACE
STAMP
HERE

IMAGIC
Consumer Affairs
P.O. Box 2308
Saratoga, CA 95070

IMAGIC WARRANTY REGISTRATION

Thank you for buying an IMAGIC game cartridge! Please take a few moments to complete this Warranty Registration, and we will keep you informed concerning new cartridge developments.

Name _____ Phone (____) _____

Address _____

City _____ State _____ Zip _____

Date of Purchase _____ Game Purchased _____

Please give: Age _____ Sex _____ of purchaser

Age _____ Sex _____ of person who plays game most (if other than purchaser)

What additional IMAGIC cartridges do you own?

Demon Attack	<input type="checkbox"/>	Beauty & the Beast	<input type="checkbox"/>
Microsurgeon	<input type="checkbox"/>	Other _____	
Swords & Serpents	<input type="checkbox"/>	_____	
Atlantis	<input type="checkbox"/>	_____	

From what type of store did you purchase this cartridge?

Department	<input type="checkbox"/>
Discount	<input type="checkbox"/>
Video Specialty	<input type="checkbox"/>
Catalog Showroom	<input type="checkbox"/>
Drug	<input type="checkbox"/>
Toy	<input type="checkbox"/>

How long have you owned your Mattel® Intellivision™ system? _____

About how many hours per week do you play with your Intellivision™ system? _____

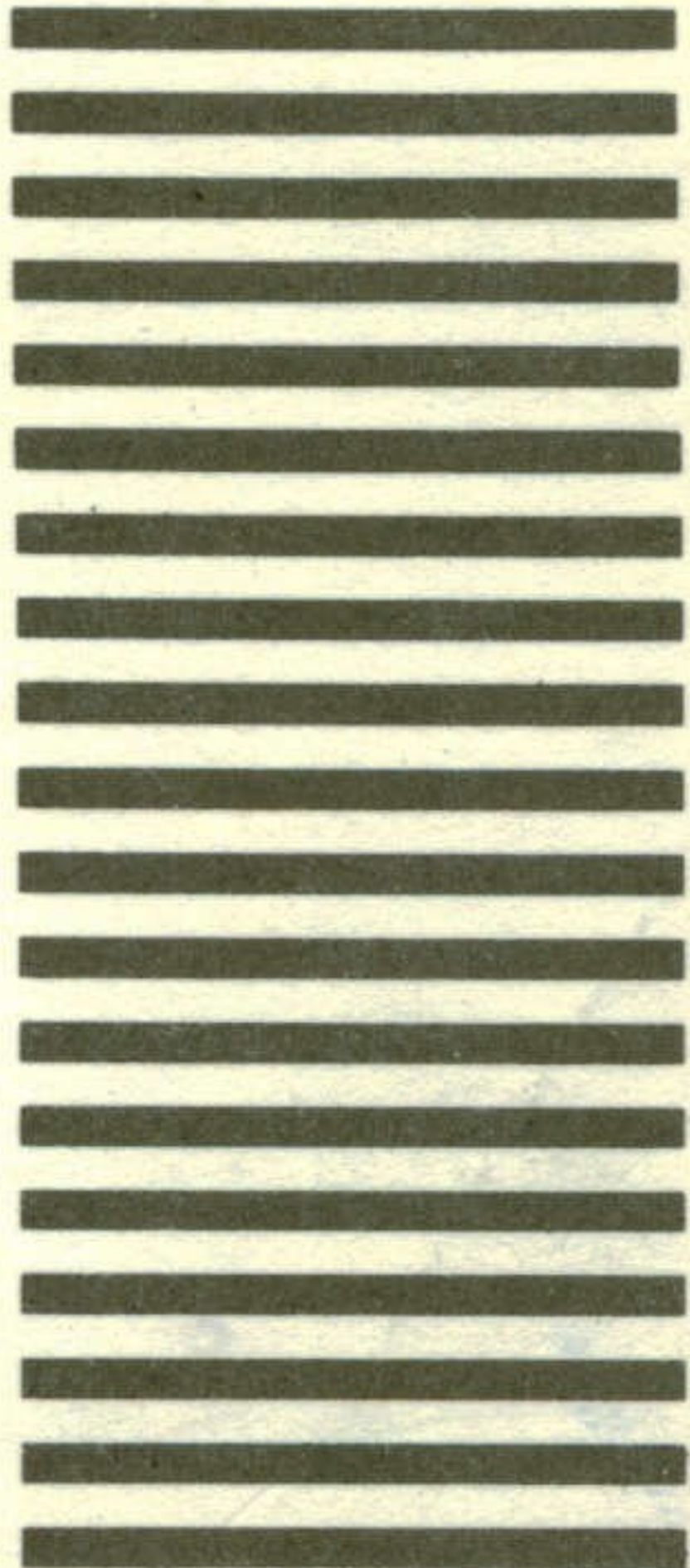


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FIRST CLASS PERMIT NO. 1462

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ATARI, INC.
P.O. Box 61657
Sunnyvale, CA 94088



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Fill out this postage-paid card, registering your recent ATARISOFT purchase. DO IT NOW so you'll be sure to receive the latest information about all the exciting new ATARISOFT products. It's EASY! Just fill out the information requested and drop it in the nearest mailbox. The postage has been prepaid for you.

NAME _____
Last First M

ADDRESS _____

CITY _____

STATE _____ ZIP _____ PHONE (____) _____

PRODUCT OWNED: (Check one)

- 1 TI-99/4A 3 Commodore 64 5 Commodore Vic 20 7 Apple II
 2 IBM PC 4 Colecovision 6 Intellivision

PRODUCT PURCHASED: (Check one)

- 1 Entertainment Software 2 Home Management Software 3 Educational Software

DATE OF PURCHASE _____
Mo / Yr

ATARISOFT PURCHASE WAS: (Check one)

- 1 For Personal Use 2 For Gift

PURCHASE REGISTRATION CARD

1. 1. Mr. 2. Mrs. 3. Ms. 4. Miss 5. Dr.

96H

First Name	Initial	Last Name
Street		Apt. No
City	State	Zip

2.

Model No. 3 3 3 0	Serial No. 	Date of Purchase:
		Mo. Day Yr.

3. Where was this Intellivision component purchased?

1. Department store
2. Discount store
3. T.V. or appliance store
4. Electronics or computer store
5. Catalog showroom
6. General merchandise store (Penney's, Sears, Wards, etc.)
7. Mail order
8. Toy, hobby, craft store
9. Received as a gift
10. Other store:

4. Did you own an Intellivision game unit prior to the purchase of the Intellivoice?

1. Yes 2. No, I purchased the game unit at the same time as the Intellivoice.

5. Please circle the A next to each cartridge you purchased (received) with your Intellivoice; please circle the B next to each cartridge you plan to buy within the next 12 months.

Cartridges

1. A B Space Spartans
2. A B Bomb Squad
3. A B B-17 Bomber
4. A B TRON Solar Sailor

6. Date of birth of person listed above.

		1	9		
Mo.		Yr.			

7. Occupation:

- Homemaker
- Professional/Technical
- Executive/Administrator
- Middle Mgt./White Collar
- Sales/Marketing
- Clerical
- Craftsworker
- Machine Oper./Blue Collar
- Service Worker
- Retired
- Student

You Your Spouse
0. Not Married

- | | |
|------------------------------|------------------------------|
| 1. <input type="checkbox"/> | 1. <input type="checkbox"/> |
| 2. <input type="checkbox"/> | 3. <input type="checkbox"/> |
| 3. <input type="checkbox"/> | 3. <input type="checkbox"/> |
| 4. <input type="checkbox"/> | 4. <input type="checkbox"/> |
| 5. <input type="checkbox"/> | 5. <input type="checkbox"/> |
| 6. <input type="checkbox"/> | 6. <input type="checkbox"/> |
| 7. <input type="checkbox"/> | 7. <input type="checkbox"/> |
| 8. <input type="checkbox"/> | 8. <input type="checkbox"/> |
| 9. <input type="checkbox"/> | 9. <input type="checkbox"/> |
| 10. <input type="checkbox"/> | 10. <input type="checkbox"/> |
| 11. <input type="checkbox"/> | 11. <input type="checkbox"/> |

8. Do you have any children living at home in any of the following age groups?

- | | |
|---|---------------------------------------|
| 0. <input type="checkbox"/> None | 4. <input type="checkbox"/> Age 8-10 |
| 1. <input type="checkbox"/> Under age 2 | 5. <input type="checkbox"/> Age 11-12 |
| 2. <input type="checkbox"/> Age 2-4 | 6. <input type="checkbox"/> Age 13-15 |
| 3. <input type="checkbox"/> Age 5-7 | 7. <input type="checkbox"/> Age 16-18 |

9. Which group describes your annual family income:

- | | |
|---|--|
| 1. <input type="checkbox"/> Under \$10,000 | 7. <input type="checkbox"/> \$35,000-\$39,999 |
| 2. <input type="checkbox"/> \$10,000-\$14,999 | 8. <input type="checkbox"/> \$40,000-\$44,999 |
| 3. <input type="checkbox"/> \$15,000-\$19,999 | 9. <input type="checkbox"/> \$45,000-\$49,999 |
| 4. <input type="checkbox"/> \$20,000-\$24,999 | 10. <input type="checkbox"/> \$50,000-\$54,999 |
| 5. <input type="checkbox"/> \$25,000-\$29,999 | 11. <input type="checkbox"/> \$55,000-\$59,999 |
| 6. <input type="checkbox"/> \$30,000-\$34,999 | 12. <input type="checkbox"/> \$60,000 and over |

10. Which types of credit cards do you use regularly?

1. American Express, Diners Club, Carte Blanche
2. Bank card (MasterCard, Visa)
3. None of the above

11. For your primary residence, do you:

1. Own a house?
2. Rent a house?
3. Own a townhouse/condominium?
4. Rent an apartment?

(over)

Seal card here.

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RESPONSE CARD**

Place
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INTV

21535 Hawthorne Blvd.

Suite 223

Torrance, CA 90503

Return this card for free **INTV** color catalog.

CUSTOMER REGISTRATION

Name _____

Address _____

City _____ STATE _____ Zip _____

Telephone _____

Following questions are optional, but they will help us come up with products catered to you and your families interest:

Would you be interested in a weekly TV, movie guide devoted specifically to your child's healthy entertainment?

Yes No

My childrens ages:

We own: House _____ VCR _____

Personal Computer _____ Brand _____

Occupation: _____ Spouse's Occupation: _____

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Parker Video Games Club
28 Newman Street
LONDON
W1E 4JZ
England


2

I would like to join the Parker Video Games Club
Ich möchte Mitglied im Parker Videospiele Club werden
Je souhaite adhérer au Club Jeu Vidéo Parker
Ik zou graag lid worden van de Parker Video Spellen Club
Me gustaría formar parte del club de video juegos Parker
Desidero diventare socio del Club Videogiochi Parker

Name/Nom/Nombre/Naam/Nome

Name/Nom/Nombre/Naam/Nome

Full Address/Vollständige Adresse
Adresse Complète/Volledig Adres/Dirección/Indirizzo

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Wij verzoeken u om aan te geven in welke taal uw nieuwsbulletins moeten worden gesteld.
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Núcleo de Informações Intellivision

Preencha os dados abaixo e nos envie hoje mesmo.
Assim você vai ter futuramente, a oportunidade de:

- Receber informações sobre os novos lançamentos Intellivision.
- Informações sobre estratégias de "GAMES" que nos forem comunicadas pelos próprios integrantes do Núcleo Intellivision.
- Receber informações sobre a realização de campeonatos e os records Intellivision.
- Esclarecimento de quaisquer dúvidas sobre os "GAMES" e ou utilização do equipamento Intellivision.

Tudo isto, e mais, você receberá através de um boletim periódico que lhe será enviado pela DIGIPLAY - EQUIPAMENTOS ELETRÔNICOS DA AMAZÔNIA LTDA.

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