



COLECO CORPORATE CENTER

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COLECO ANNOUNCES
COLECOVISION/CABBAGE PATCH KIDS
CONSUMER PROMOTION

Chicago, CES -- A new consumer promotion announced by Coleco enables consumers to own both the best video game system - COLECOVISION, and the most sought-after doll in the country - a CABBAGE PATCH KIDS doll.

The COLECOVISION/CABBAGE PATCH KIDS promotion, running now through December 31, 1984, requires consumers to purchase the COLECOVISION video game system and any ColecoVision cartridge made by Coleco. After submitting the proof of purchase, the consumer will receive free from Coleco a CABBAGE PATCH KIDS doll. Consumers who take advantage of the offer by November 15, 1984 are guaranteed the delivery of their CABBAGE PATCH KIDS doll by Christmas, 1984.

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COLECOVISION is an expandable video game system which offers the player superior graphic resolution and a high degree of game action control. A large library of software is available for COLECOVISION, including a new series of educational cartridges, as well as a variety of licensed arcade, adventure, sports and driving games.

COLECOVISION, now both an entertainment and educational system, can be expanded into the full ADAM Computer with the ADAM Family Computer Module. All COLECOVISION software, expansion modules and control accessories can be used with ADAM as well.

In announcing the promotion, Coleco's Executive Vice President- Marketing, Al Kahn commented, "Consumers recognize the significance and value of COLECOVISION as both an entertainment/educational system in itself and as a first step to ADAM. Consumers have an intense desire to own a CABBAGE PATCH KIDS doll, and that should result in an unprecedented response to this offer."

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