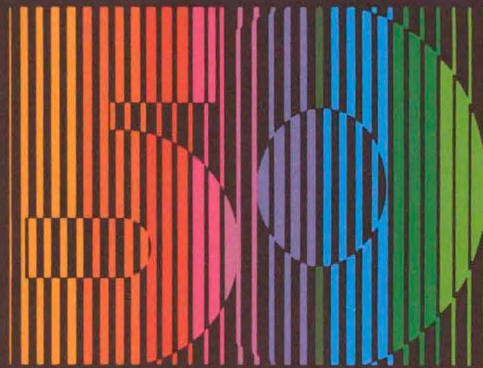


COLECO



1932 · 1982



COLECO TODAY

- Leisure Products for the Family 5
- Swimming Pools and Pool Products 8
- Basic Toys and Games 10
- Electronic Games 12
- Ride-Ons 14
- Marketing 16
- Product Development 18
- Manufacturing 20
- Coleco Canada 24
- Coastal Industries 26
- 50th Anniversary (1932-1982) 28
- A Tribute to the Founder 29



COLECO YESTERDAY

- Connecticut Leather Company 33
- Transition to Manufacturing 34
- Plastics and Expansion 36
- Rapid Growth in the Sixties 38
- Listing on the New York Stock Exchange 40
- The Challenging Seventies 41
- 20-Year Financial Summary 43



COLECO TOMORROW

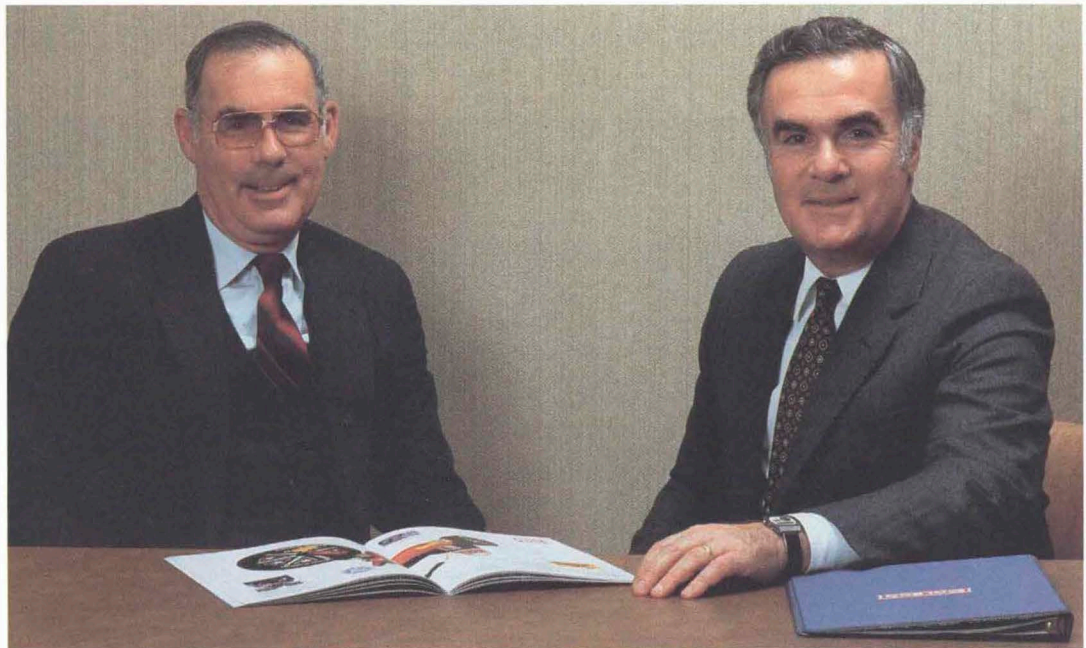
- Beyond 50 Years:
A Look at the Future 49
- Board of Directors 52
- Management 53
- Facilities 53

COLECO TODAY

LEISURE PRODUCTS FOR THE FAMILY

Coleco Industries, Inc. manufactures recreation and entertainment products for the family. Coleco products provide fun for every member of the family, in all seasons, all weather, indoors and out.

The Company is the world's largest manufacturer of above ground swimming and wading pools. It is an industry leader and innovator in the field of electronic games—hand held sports games, portable arcade games and video games. The Company is a major manufacturer of basic toys and games—pool tables, air action hockey, pinball machines, doll carriages and snow products. And it makes a vast array of plastic ride-ons for youngsters—tricycles, pedal cars, sit 'n rides, and a battery operated chopper.



LEONARD E. GREENBERG
Chairman and Chief Executive Officer

ARNOLD C. GREENBERG
President and Chief Executive Officer

As a company, Coleco is responsive to the needs of the changing family. Over the last two generations, the impact of sociological, economic, technological, and political forces have radically altered family life. Many of today's families are headed by a single parent. A household may include grandparents or other members of the extended family. Frequently, both parents work. While there may be more money for recreation and entertainment, leisure time is precious, and much of that precious time is spent around the home. Rapidly advancing technology has greatly expanded the capacity of the home as a center for entertainment and information.

Coleco has responded to these changes. It is committed to the positive values of family play, exercise, learning and entertainment. A grandparent and grandchild can enjoy a fast-paced duel with Coleco's *Head to Head* Electronic



MELVIN Y. GERSHAN
Vice Chairman and Chief Operating Officer



J. BRIAN CLARKE
Executive Vice President and Chief Operating Officer

Football. A very young boy or girl can feel the accomplishment of actually cooking on a Coleco Electronic Bake Oven. A teenager and his family can play Midway's *Pac-Man* at home with Coleco's licensed portable arcade game. Young children learn everything from math and science to music on Coleco's *Electronic Learning Machine*, and they get healthy exercise on a *Dukes of Hazzard Power Cycle* ride-on or a Coleco snow coaster. In the summertime, the whole family has fun and keeps fit in a Coleco backyard swimming pool.

Fifty years ago, Coleco was Connecticut Leather Company, a wholesale distributor of shoe repairing supplies. Today, Coleco is a public company, listed on the New York Stock Exchange, a diversified manufacturer, seasonally balanced, and well positioned to meet the changing needs of family life.





SWIMMING POOLS AND POOL PRODUCTS



The plastic splasher and wading pools that appear like bright saucers in millions of backyards every summer were first manufactured by Coleco in 1957. Coleco also makes more backyard above ground swimming pools than anyone else in the world, and is a major supplier of pool chemicals, filters, and pool accessories. At a time when Americans are increasingly concerned with fitness, they have ranked swimming as their favorite participation sport. Coleco has encouraged them to stay home in the summertime by turning the backyard into an even more pleasant place.

Recognition of the Coleco name in pool products is high, due to the Company's innovative marketing. It promotes pool products heavily on television and encourages print advertising by its customers. It has developed familiar trade name and patent properties such as *Mr. Turtle* brand and *Slide 'N Splash* pools. Children's poly pools often feature character licenses like *Strawberry Shortcake*, *Smurf*, and *Dukes of Hazzard*.

Coleco makes a wide assortment of above ground swimming and wading pools ranging up to 41 feet in length. Integrated decks, fences and ladders—all from Coleco—offer the consumer the largest variety of technologically advanced pools and accessories in the industry.

left:
Coleco's name
means backyard
water fun in an
above ground
family pool.



Smurf Playbox



Glen Cove Backyard Pool



F1085 Pool Filter



Mr. Turtle Slide 'N Splash Pool



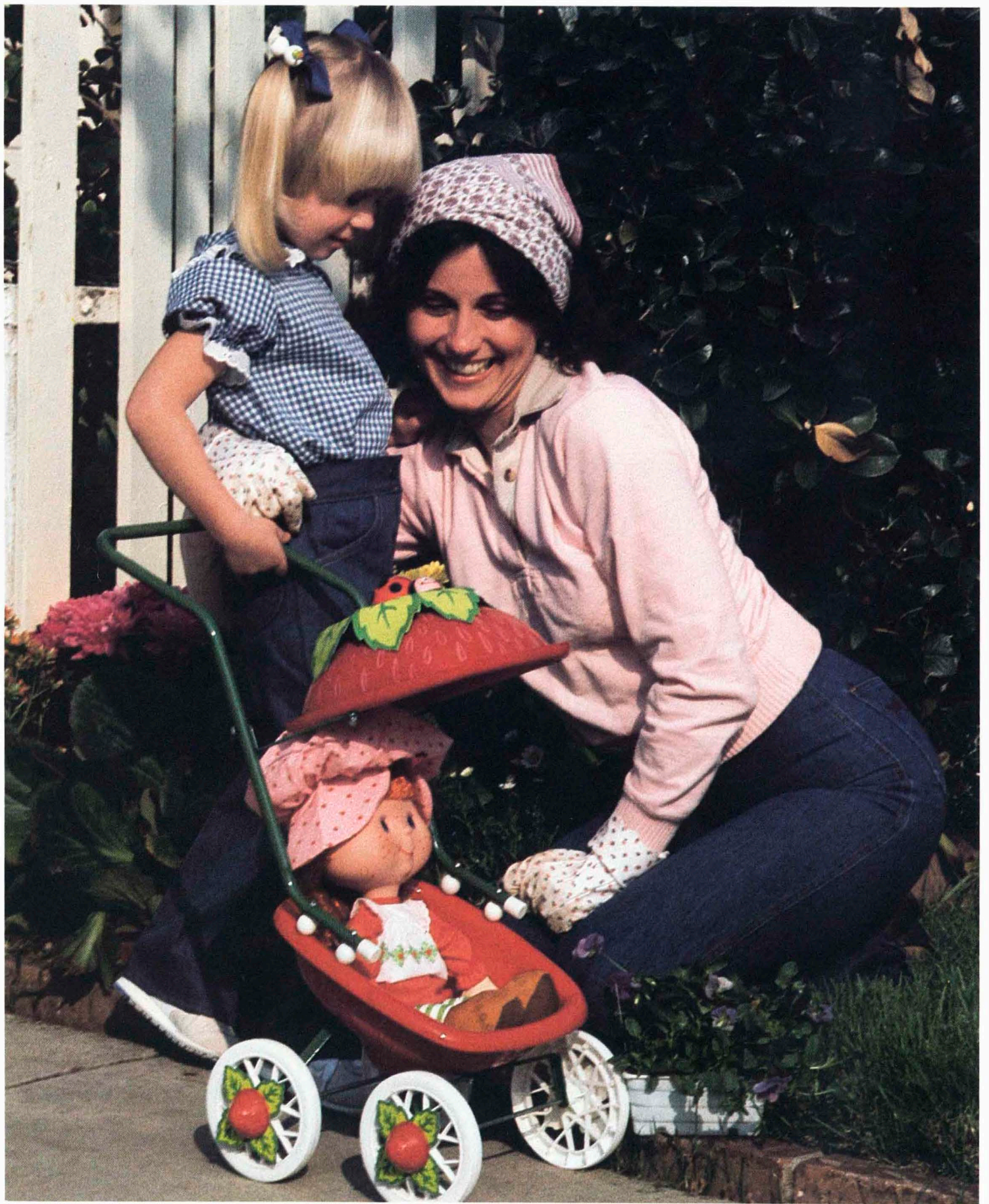
Coastal
Chemical products



Mr. Turtle Splasher Pool



Swimfun Pool



BASIC TOYS AND GAMES



Children have been pushing doll carriages and sliding down hills on snow coasters for generations. For a toy company to retain market leadership in such staple product categories is an enviable accomplishment, and Coleco is a leader in most of its basic toy and game categories. But this also poses a challenge: how to keep the item fresh—"new"—selling strongly. Coleco has met that challenge with a number of solutions.

First, it applies the latest technology to staple products to give them state of the art excitement. A pinball machine will feature digital display scoring and electronic lights, sounds and actions; a child's bake oven will not only look like a microwave oven, but also contain an electronic timer/alarm that flashes, ticks and signals when the baking is done.

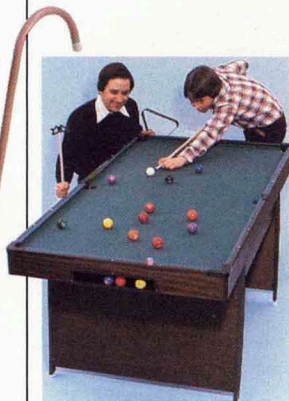
Coleco also uses popular character licenses like *Strawberry Shortcake*, *Smurf* and *Annie* with staple products and promotes them on television to stimulate renewed consumer demand.

And finally, Coleco has closely watched and followed the consumer to discover new forms and sources of family fun. That's why the coin-operated arcades, which have been popular for so many years, have served as one of Coleco's primary research labs. From the arcades Coleco first adapted pinball machines, then sports games of the air action hockey type, and most recently, home versions of the immensely popular video arcade games.

left:
Creative design and
basic play value team
up in a *Strawberry
Shortcake* Berry
Buggy.



Merry-Go-Round Stroller



Crestwood Pool Table



NHL Stanley Cup Play-Off Hockey



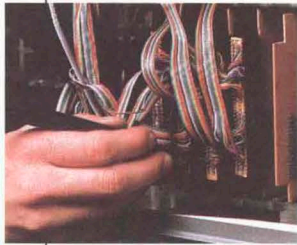
Smurf Piggyback Stroller



Sno Jet Mobile



ELECTRONIC GAMES



The electronic explosion has revolutionized game playing and brought to it a level of involvement, competition and challenge that was not possible before.

Coleco has been an industry leader in this revolution from the beginning. It was the first toy company to enter electronics with the *Telstar* video game in 1976. It had one of the first microprocessor-based hand held games, *Electronic Quarterback*, in 1978. It achieved a technological and marketing breakthrough with its *Head to Head* sports games that permit simultaneous and interactive play by two opponents.

Coleco developed the first cartridge system for hand held or self-contained games, and made one of the first children's learning computers. With a license from Midway Manufacturing Company for *Pac-Man* and *Galaxian*, Coleco introduced home versions of the popular coin-operated arcade games.

And in the large and rapidly growing video market, Coleco is also an important participant. In 1982, the Company brought out licensed arcade game cartridges to fit the Atari and Mattel video game systems, and introduced a state of the art video game system of its own. *ColecoVision* features exceptional graphic display and an open-ended modular design that will incorporate an advanced keyboard for a personal computer and other technological developments as they come along. With this promise of non-obsolescence, Coleco is demonstrating once again that it is responding to the opportunity provided by the technological revolution to make the home the center for entertainment and information.

left:
Coleco's *Quiz Wiz* Challenger lets up to four people play the competitive electronic question and answer game.



Head to Head Football

Electronic Learning Machine

Midway's Pac-Man

Midway's Galaxian

Quiz Wiz

ColecoVision Video Game System



RIDE-ONS



Coleco's responsiveness to an unusual marketplace opportunity propelled it quickly into a leading position in the plastic "ride-on" field. Taking advantage of a void in the market created by the financial failure of a major manufacturer, Coleco entered the ride-on field in mid 1980 and introduced two basic models of low-slung plastic tricycles.

One year later, the Company expanded the line to include additional sizes and styles. The ride-ons became an instant hit, and that year the Company had the best selling plastic tricycle in the industry, the *Dukes of Hazzard Power Cycle* ride-on. A battery operated *Gun It & Go Chopper* featuring electronic sound effects also proved a great success.

Coleco has developed a whole fleet of ride-ons, many of which feature strong character licenses like *Mr. Turtle*, *Annie*, *G.I. Joe*, *Smurf* and *Dukes of Hazzard*.

For toddlers, there are sit 'n rides of all kinds, including a *Super Smurf* Piggyback Rider, a combination walker/sit 'n ride called the *Smurfs-A-Poppin Train*, and a *Dukes of Hazzard* Mini Chopper.

Children can graduate to a *General Lee* four-wheeled pedal car with doors, trunk and hood that open, or to a whole array of plastic tricycles and choppers.

On a Coleco ride-on, a child can enter the world of his favorite television character, be a stuntman or a motorcycle racer, or even conquer imaginary space enemies.

left:
Innovative design
gives Coleco's fleet of
ride-on toys
up-to-the-minute
appeal.

Smurf Mobile
Pedal Car



G.I. Joe Power Cycle



Gun It & Go Chopper
(battery powered)



Super Smurf Piggyback Rider



Princess Power Cycle



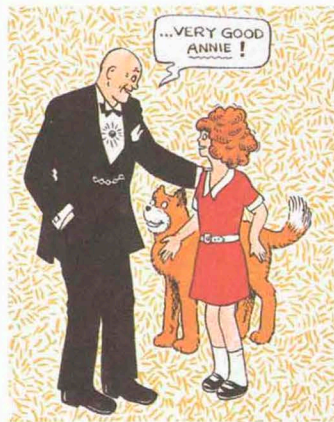
National TV advertising



Licensing agreements

DONKEY KONG PAC-MAN

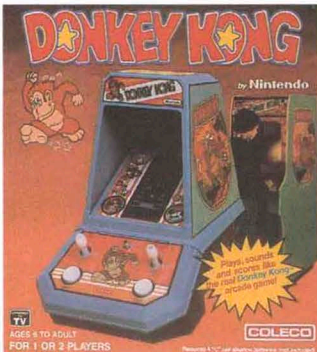
* Licensed by MIDWAY MFG. CO. © MIDWAY 1981



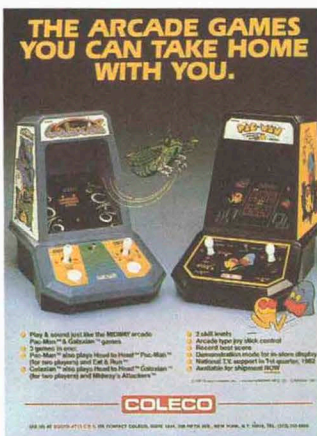
THE DUKES OF HAZZARD



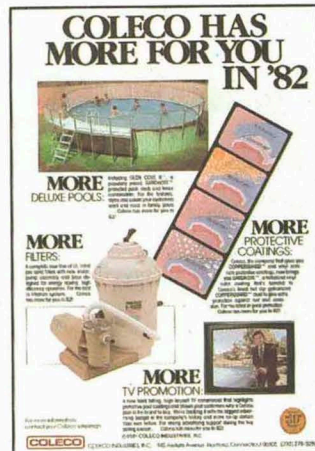
Annie® 16" Power Cycle™



High impact packaging



National print advertising



Consumer promotion for electronic games



Buy any of these Coleco Electronic Games and two packages of long-lasting Ray-O-Vac Alkaline Batteries and we'll send you a \$5.00 check, plus \$5.00 in store coupons (five \$1.00 coupons) redeemable on Ray-O-Vac Alkaline Batteries. (See reverse side for details.) This certificate must accompany request.

Hurry! Offer expires December 31, 1981

MARKETING



On the set
of an arcade game
commercial

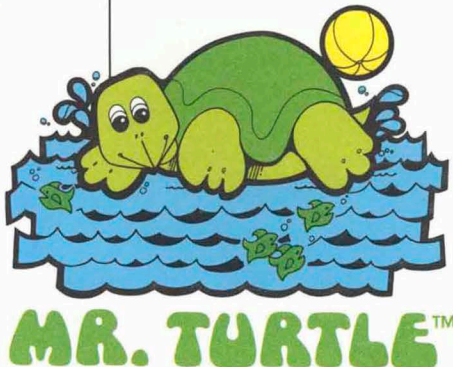
Coleco's customer is three years old, or 34, or 82. He (or she) is looking for a challenge, or for exercise, or fun, or an escape . . . for a chance to learn, to try, to win . . . for something brand new, or familiar and comfortable . . . for what his neighbor has, or *doesn't* have . . . for what he saw on TV last night . . . for the item endorsed by his favorite hero. But it has to be safe, and easy to operate. And it has to stretch his mind, or his ability, or his legs.

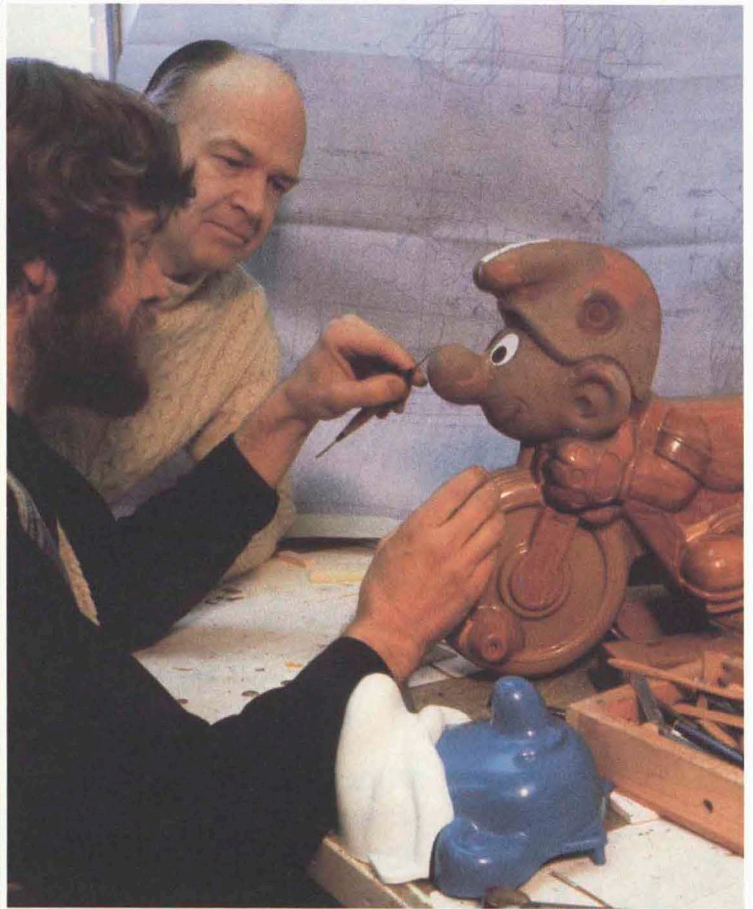
In short, it has to be the best—at a good price!

A tall order. But Coleco is fast on its feet! It studies the consumer, the economy, the trends, the news, the movies, the television screen, the latest developments in technology—and the competition. It spends increasing amounts on market research to find out just who the consumer is and what he or she really wants.

It strives for a balance between time tested or staple products and new or trendy ones. It acquires popular licenses, develops strong trade names, and advertises aggressively. It applies new technologies to product areas with proven consumer appeal.

It anticipates, creates, plays out hunches—but always with a watchful eye to costs and capabilities, and always with a concern for quality and safety.





PRODUCT DEVELOPMENT



It's a long way from the germ of an idea to the manufacture of a quality product with broad consumer appeal. Getting there requires the best efforts and teamwork of all of Coleco's people. For example, more than 30 people had a creative hand in translating the *Super Smurf Piggyback Rider* from an idea to a reality.

A product idea may come from anywhere—a gap in the marketplace detected by market research, the marrying of a new license with an old or new product category, the brainchild of a Coleco artist, engineer or file clerk, or from an outside inventor.

The idea is turned into a “looks like” rendering by Coleco artists, draftspeople, industrial designers; then into a “works like” prototype by product engineers. If the working model passes a battery of tests, including consumer preference tests, Coleco's manufacturing engineers will decide whether it can actually be made that way (Is this angle too sharp? That fastener in the wrong place? Can a child swallow this part?). At the same time, artists, writers, and production people are creating the product's graphics, packaging, instruction sheets, and advertising.

At every step along the way, the evolving product is carefully monitored to ensure that it has not lost any of the integrity of the original concept, that its quality will be superior, and that it can be sold at a competitive price.

It's not an accident that the *Super Smurf Piggyback Rider* may be on your neighbor's sidewalk: it's the result of a great deal of hard work by a lot of very talented people.

left:
A new product goes through many stages, including (clockwise) engineering design, prototype sculpting, graphic design and modeling.



A *Smurf* from mold to model



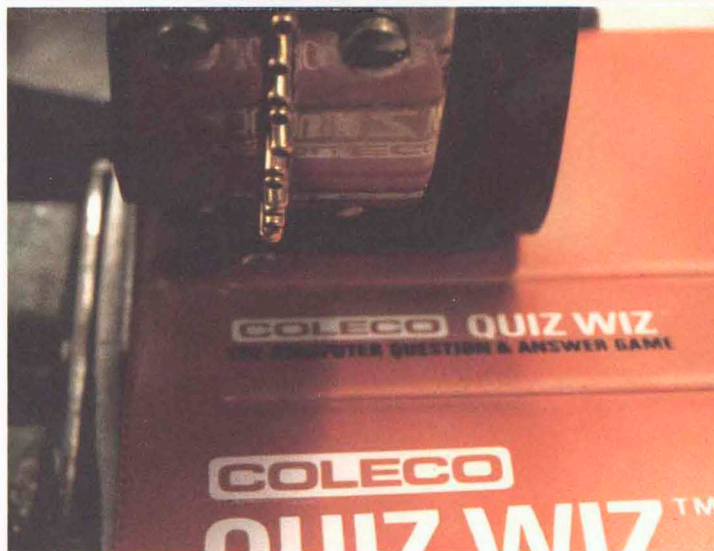
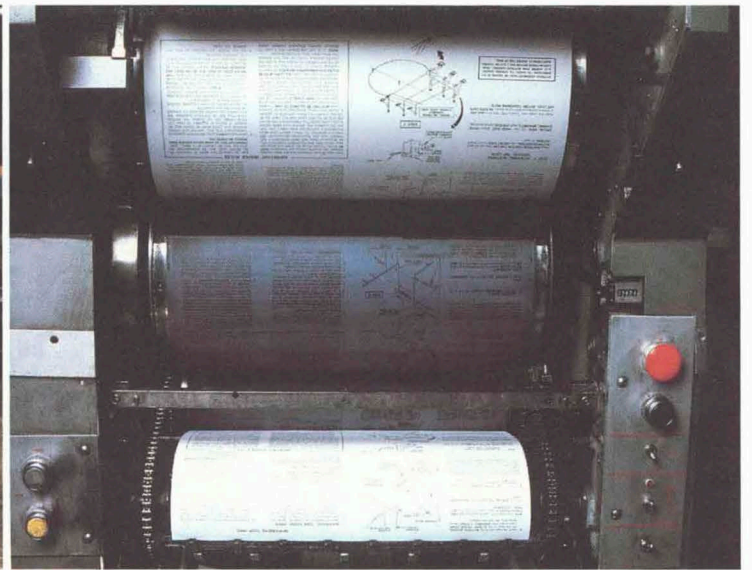
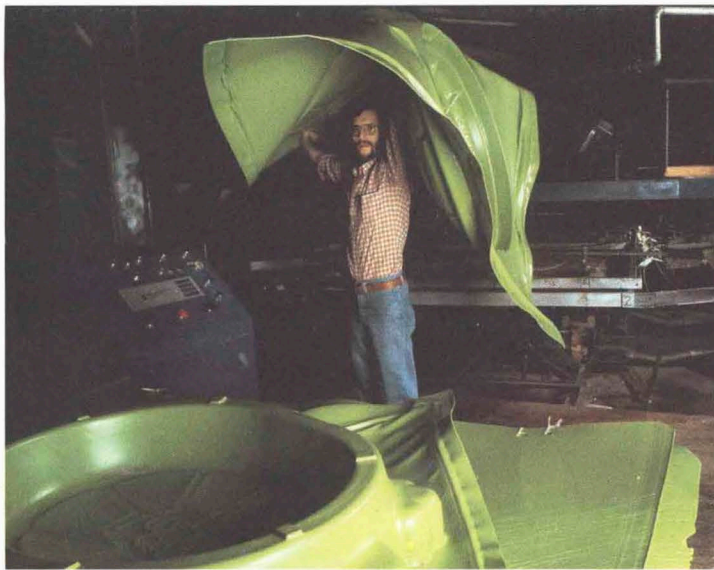
Testing portable arcade games



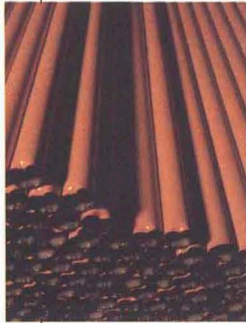
Coin-operated arcade
— a research lab



Product testing
involves actual use.



MANUFACTURING



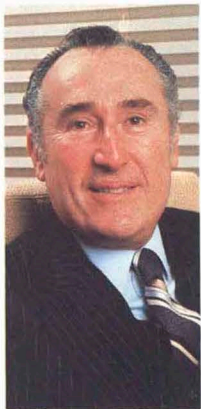
Flat green sheets of polyethylene plastic are stacked shoulder high next to an imposing grey machine that looks like a giant carousel. A worker lifts the top green sheet, swings and clamps it into place. The carousel makes a one-quarter turn and the sheet is softened by red hot coils from above and below. Another turn, and with a whoosh, the air is sucked away from the mold

and the sheet takes on a turtle shape. A final turn brings the turtle-formed sheet back to its starting place. It is lifted and swung overhead to a cutting table where the green turtle is neatly trimmed all around. Someone adds large blue "eyes" and one more *Mr. Turtle* wading pool has been created for a child's summer fun.

In another part of the same building, a giant extruder heats and mixes blue confetti-like pellets of plastic that have been fed into one end, spreads the molten mixture and forces it out over heated drums to receive the hot plastic laminate being unrolled overhead. The emerging length of heavy plastic, covered with the bright faces of *Strawberry Shortcake* and her friends, will be cut and stacked and await molding into still more wading pools.

The eight buildings of Coleco's upstate New York manufacturing complex (in addition to the facilities in New Jersey and Canada) house an exciting and varied array of manufacturing processes. Besides extruding and vacuum forming, Coleco injection and blow

left:
Coleco's vertically integrated manufacturing facilities handle all phases of production including (clockwise from top left) vacuum forming, printing, blow molding, electronic testing, and sonic welding and riveting.



MARTIN NADBORNY
Senior Vice President



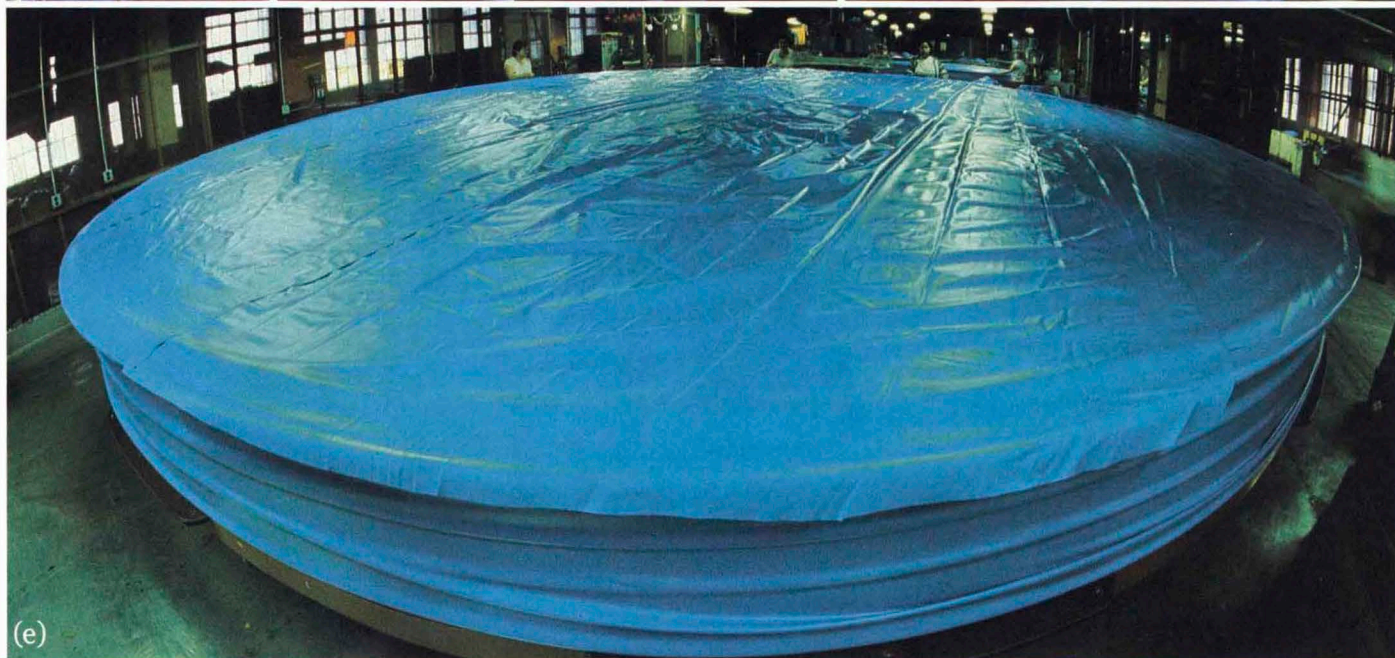
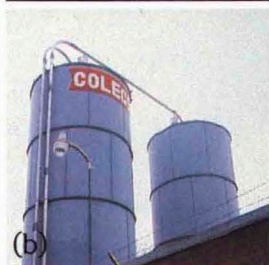
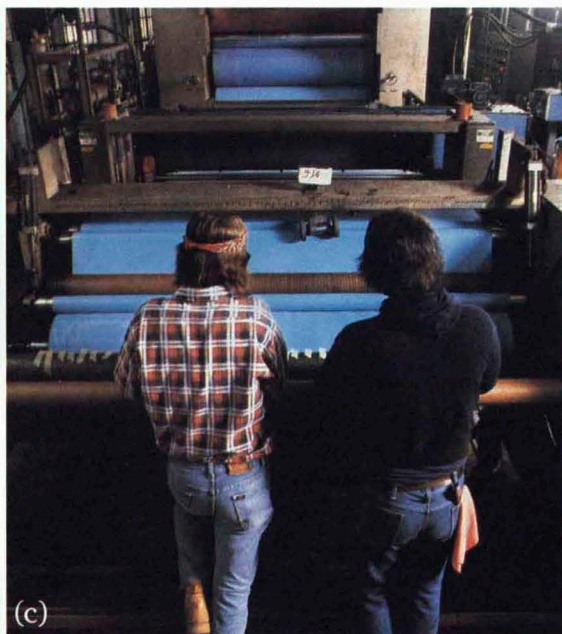
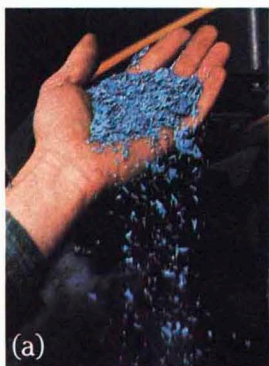
Components of circuit board assembled for electronic game



Filter assembly line



Inspector examines circuit boards.



FROM PELLET TO POOL LINER

At Coleco's Amsterdam, New York, plant more than 4,000,000 pounds of vinyl plastic pellets (a) are stored in Coleco's own silos (b) and converted each year through an extrusion process into 300,000 vinyl liners for above ground swimming pools. An unusually large custom-built vinyl extruder heats and melts the plastic pellets and rolls them out in sheets of more than 40 different widths and gauges (c). Each sheet is tested for strength and porosity, cut into various sizes (d), stretched on huge drums (e), and electronically sealed to become the liners for Coleco's backyard family swimming pools (f).

MANUFACTURING

(continued)

molds the plastic parts for its products—the seats, wheels and handlebars of plastic tricycles, the filters and hoses for swimming pools, and all the housings for its hand held and table top electronic games. It roll forms, bends, or stamps metal parts for above ground pools, ladders and doll carriage frames, and corrugates the steel walled sides of those pools. It silk screens the bright designs of licensed characters on vinyl. It stuffs and solders the intricate printed circuit boards for its electronic games and learning aids. It even packs the 20-odd food items it markets with its toy bake ovens.

Each building in the complex specializes in some part of the manufacturing process. Before a product is shipped, it is likely to have gone through several of the eight buildings. Coleco has its own fleet of trucks to shuttle parts among the buildings. Those trucks and an excellent rail service are also used to guarantee quick delivery of finished products to customers, especially during periods of peak demand.

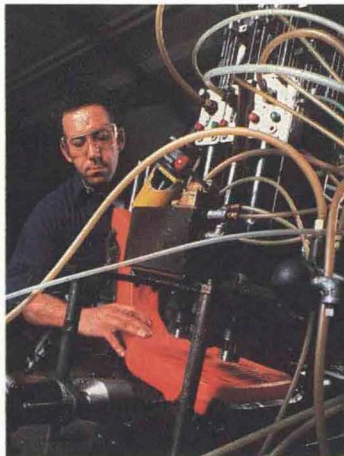
Controlling the entire manufacturing process, from raw material to finished product, and specializing in those products which are intensive in raw material or technology, has allowed Coleco to operate as a low cost producer and effectively monitor the quality of its products.



Scanner monitors thickness of extruded vinyl.



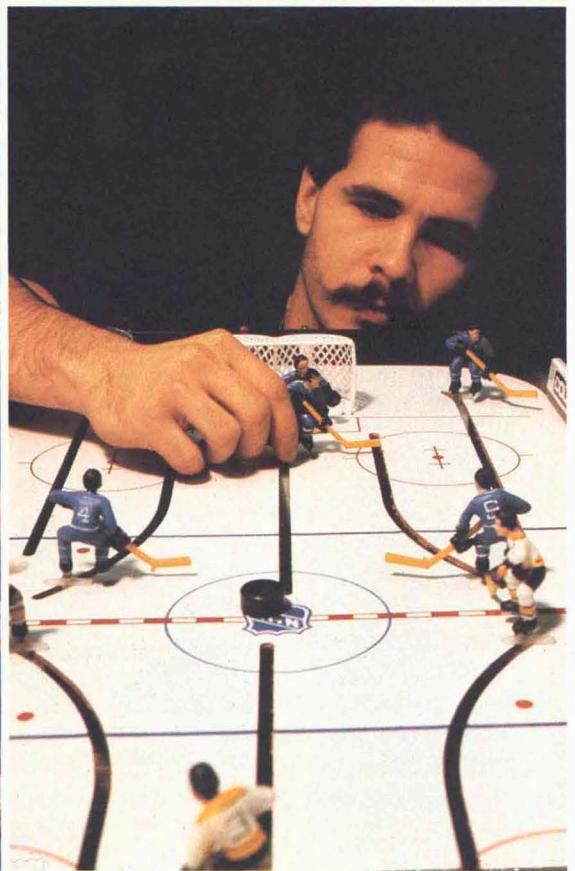
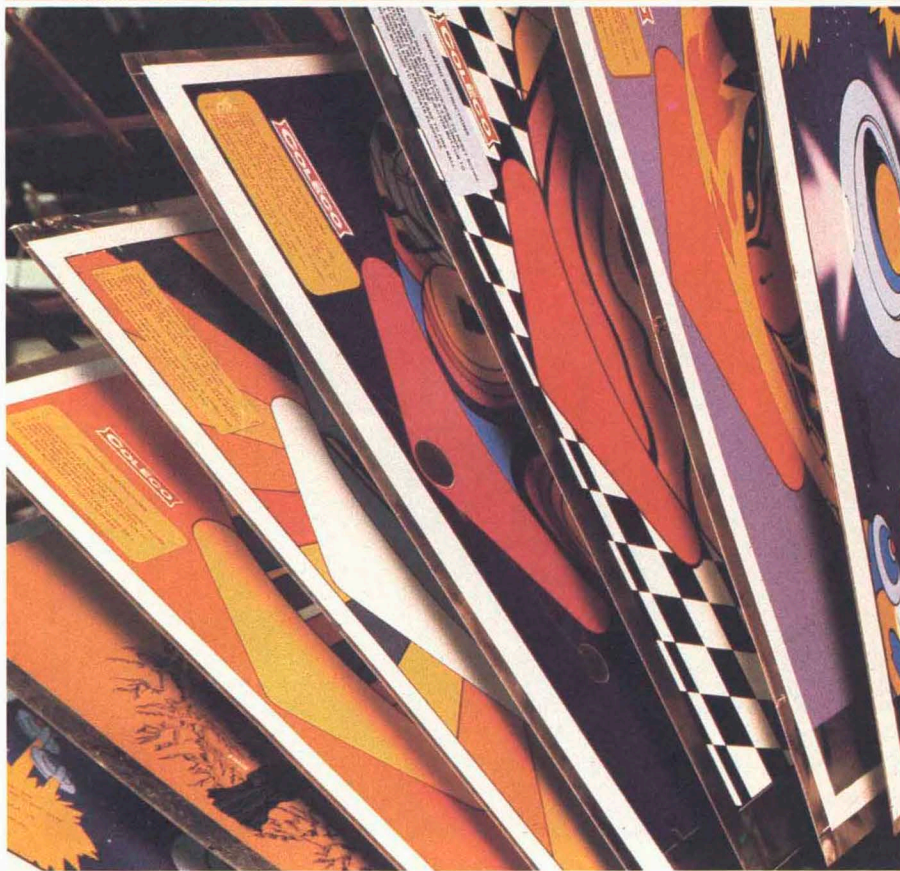
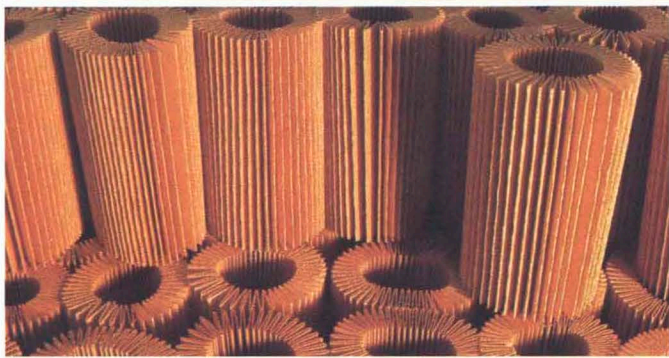
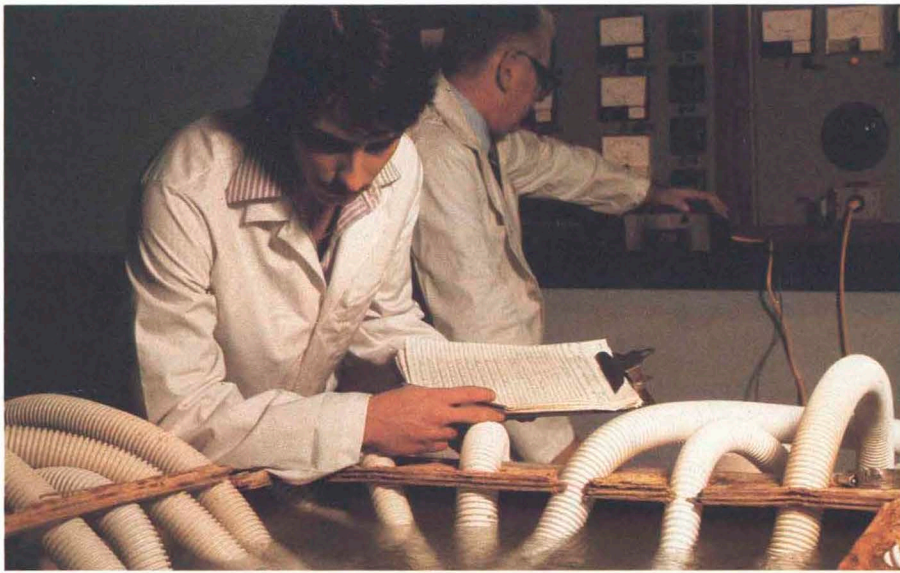
Worker packs out cake mixes for bake ovens.



Power Cycle bodies are drilled for seat assembly.



Coleco trucks rush finished products to market.



COLECO CANADA



The acquisition of Eagle Toys, Limited of Montreal by Coleco in 1968 produced greatly expanded marketing opportunities for both companies. Coleco had been primarily a supplier of swimming pool products. Eagle enabled it to quickly develop an important foothold in the growing sports game field. Leadership in this category is still an important marketplace strength for Coleco. The acquisition also brought Coleco significant seasonal balance and diversity, another important strength of the Company today.

For Eagle Toys, the originators of NHL hockey games, the merger meant a major entry into the pool business in the Canadian marketplace. Eagle soon became Canada's leading pool company and gradually introduced into its line most of the other products developed by the U.S. company.

Coleco (Canada) Limited, as the subsidiary is known today, is a major toy company in its own right and is estimated to be the second largest in Canada. Its 455,000 square foot facility in Montreal is the second largest in the Coleco network and contains most of the manufacturing technologies found in Coleco's U.S. facilities. Coleco's Canadian plant performs a number of manufacturing operations for the U.S. company and also supplies several finished items, such as hockey games and pool filters, to Coleco's worldwide markets. It also manufactures or distributes in Canada products marketed in the United States by certain other toy companies.

left:
The Canadian subsidiary's Montreal facilities include (top row, l. to r.) filter testing station, showroom displays, (second row, l. to r.) cartridge filters, assembled pool filter, (bottom row, l. to r.) lithography for pinball machines, and rod hockey assembly.



CHARLES B. STEELEY
President



J. BRIAN CLARKE
Chairman



Formula Racer



Filter assembly line



Merchandising aid for pool dealer



Drying filter cartridges

COASTAL INDUSTRIES



The American family, seeking fun and exercise at home, can turn to Coleco not only for a backyard pool, but also for any pool chemical or accessory it needs—even a new solar pool cover that heats the water, conserves it, and saves money at the same time.

Coastal Industries, Coleco's wholly-owned subsidiary located in Carlstadt, New Jersey, is one of the industry's leading suppliers of pool chemicals. Its UL listed *Iso Clor* is a primary brand of pool chemicals stocked by many mass merchants. Coastal also makes a line of specialty cleaners and chemicals for the industrial and institutional markets.

Thanks to Coastal, swimming pool owners can now take a water sample to a pool specialty store and ask a *Water Wizard* computer what chemical treatment the pool water requires. No matter what chemical element the computer says is needed, Coastal makes it.

Marketing a computer that analyzes pool water is an exciting breakthrough for Coastal, but not the only one for this ambitious company. Coastal was one of the first to offer the consumer a safe and easy way to add necessary chemicals to swimming pool water. The Company's *Once-A-Week Tarry* tablet enables the consumer to toss into his pool a premeasured chemical dosage in a throwaway dispenser. Coastal has made pool water treatment easy!

left:
Coastal makes pool chemicals and home and industrial cleaning products including (clockwise) *PH Plus*, an assortment of water treatment products, and chlorinating tablets.



CHARLES T. SCHAUB
President



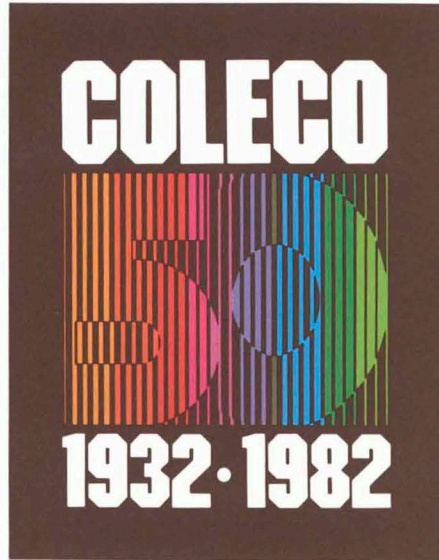
top: Coastal's Carlstadt, New Jersey, facility
bottom: *Once-A-Week Tarry* chlorine dispensers

Granular filling line

Silk screening product labels

50th ANNIVERSARY

To our fellow employees, stockholders and friends—



In 1982 Coleco celebrates its 50th anniversary. The Coleco of 1982 may appear to bear little resemblance to the Connecticut Leather Company of 1932, yet Coleco's unique past has indelibly shaped its present, and will undoubtedly shape its future as well. The particular strengths and characteristics that have made the Company an industry leader in many categories can be directly traced to formative events in the Company's fifty-year history, and in particular, to the personal-

ity and influence of its founder, Maurice Greenberg.

By an interesting coincidence, our own Coleco careers also total fifty years in 1982. We've been on the scene long enough to realize that Coleco's success is not due alone to any one man or any one family. Over the years, the intense commitment to success shared by our fellow Coleco employees has consistently been nothing short of extraordinary. They have made the difference. The support of stockholders, suppliers, bankers, customers, and friends also deserves grateful recognition. To all of you—to all of the people who deserve credit for Coleco's success—we offer our most profound thanks. What a joy it is to share this happy anniversary with you!

Yet this celebration could not be complete without simply noting that only in America could the Coleco experience take place. The seeds of ambition have grown in fertile soil. It is our economic and political system that must be gratefully accorded the ultimate recognition. It permitted Coleco to happen.

Leonard E. Greenberg
LEONARD E. GREENBERG
Chairman

Arnold C. Greenberg
ARNOLD C. GREENBERG
President



MAURICE GREENBERG
1900-1980

Maurice Greenberg, Coleco's founder and Chairman of the Board Emeritus, died on January 18, 1980, at the age of 79. When he first opened the business under the name of Connecticut Leather Company on February 29, 1932, little could he imagine the many dramatic changes that would transform his business from a wholesale distributor of shoe repairing supplies to Coleco Industries, Inc., a New York Stock Exchange listed manufacturer of recreational products for the family.

Like many men of his background and generation, his business career was characterized by an inspirational faith in the future and a rugged determination to overcome obstacles and succeed. Mixing

entrepreneurial energy with practical wisdom, good humor and hard work, he remained a confirmed optimist throughout his life, providing encouragement and inspiration for all Coleco personnel, to whom he was known affectionately as "Mr. G." It was a source of great satisfaction to him that his sons, Leonard and Arnold, both joined Coleco and eventually took over its direction as Chairman and President, respectively.

His faith and determination have left an indelible imprint on the shape and spirit of Coleco. Part of a generation that has all but vanished, his own personal success is a tribute to America, his adopted country, which he gratefully acknowledged as the land of opportunity.

COLECO YESTERDAY

CONNECTICUT LEATHER COMPANY

Connecticut Leather Company was located at 75 Windsor Street in Hartford from 1940 to 1962.



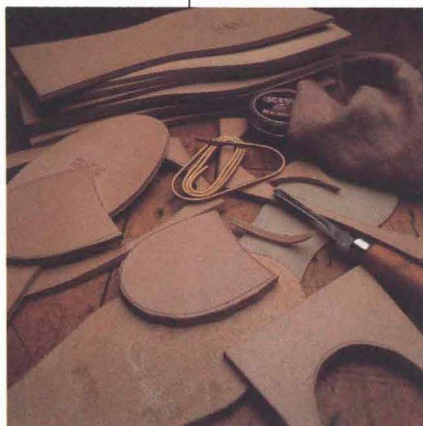
Maurice Greenberg opened the doors of Connecticut Leather Company at 28 Market Street, Hartford, on February 29, 1932. He had come to America as an eleven year old from Minsk in Russia to join his older brothers in their New Haven moving business. But, by 1932, he had a wife, a young son and a burning desire to be his own boss. The fact that it was the depths of the Depression did not discourage him, for he was venturesome, determined to succeed and

committed to hard work. He passed these traits on to his sons, and that philosophy has been central to the success of Coleco for all of its first fifty years.

Connecticut Leather Company, the business he founded, supplied leather and “shoe findings” to shoe repairers. Shoe findings are the supplies and paraphernalia of a shoe repair shop: the leather and rubber heels and soles, nails, laces, thread, even shoe polish. From a very slow start (Net sales that year were \$30,000, with a deficit of \$137.), the Company grew steadily. In 1936 Maurice moved Connecticut Leather to 42 Market Street.

In 1938 he sought to capitalize on the harsh New England winters by branching out into selling rubber footwear. But it didn't snow at all that winter. Customers were left with rubber footwear they couldn't sell, and debts they couldn't pay. Rather than accept his accountant's advice to give up and go bankrupt, he became more determined than ever. His determination paid off. In 1940, Connecticut Leather was able to move to larger quarters in its own building at 75 Windsor Street, Hartford.

His unflagging optimism led Maurice to buy more and more inventory whenever he had an opportunity—and whenever the price was right. What looked like extravagance proved to be prudence, because when World War II came, Maurice was able to meet the demand for basic supplies that others could not. By the end of the war, Connecticut Leather Company was a much bigger business, on solid financial ground, and dealing not only in leather and shoe findings, but also in new and used shoe machinery, hat cleaning equipment and even marble shoeshine stands.





ARMY MESS SET

SAND AND WATER PLAY DOO
MFG. BY COLECO PRODUCTS

Official HOWDY DOODY
MAKE IT YOURSELF BEE-NEE KIT
GENUINE LEATHER
FOR BOYS AND GIRLS
COLECO

Colecto SUPERCALF

CONNECTICUT LEATHER CO.
CALF
COLECO
GENUINE LEATHER LACING
HARTFORD • CT • CONN.

THE Official CHIEF & PRINCESS
LEATHER
GENUINE LEATHER
MOCASIN KIT
A "DO"
HOB
"YEARS OF WEAR"

TRANSITION TO MANUFACTURING



Leonard Greenberg had spent most of his childhood free time in his father's store running errands, sweeping floors, putting up stock and occasionally waiting on customers. When he was old enough, Leonard drove the delivery truck while his younger brother Arnold dropped off the bundles of shoe findings to customers.

In 1944, when occupational therapy brought leathercraft into vogue, Leonard persuaded his father to let him operate a retail leathercraft business as part of Connecticut Leather Company. Even though he was still in high school, Leonard's first solo venture did well—selling lacings and leathers and tools to make wallets, key cases, etc. He continued to operate the business while he was an engineering student at Trinity College in Hartford.

After college, Leonard, who had never lost his childhood dream of becoming a manufacturer, opened his first factory in a large room in the back of his father's store at 75 Windsor Street. The product? Leather lacing, used to stitch up handbags, billfolds, etc. Leonard designed the leather cutting machine and the leather beveler; Arnold helped out on spooling during school vacations. It was a proud day in 1949 when the Company's first spool of leather lacing was shown in the leather district in New York City and several orders were received.

In 1950, Leonard was joined by his Trinity classmate, Mel Gershman. (Today Mel is Coleco's Vice Chairman and a Chief Operating Officer.) Coleco's commitment to vertical integration can be traced back to the days when Mel and Leonard worked to keep the machines running, to control the purchasing, cutting and sorting, and eventually even to tanning the leather.

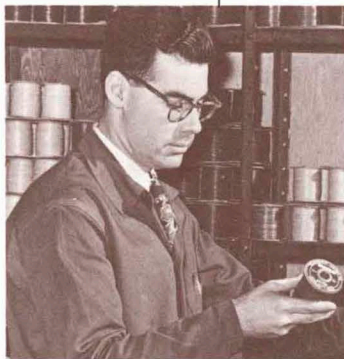
Soon Connecticut Leather was making not only leather lacing, but the leathercraft kits themselves. When an opportunity arose to manufacture leather moccasin kits in a vacant glove factory in Mayfield, New York, Leonard said "yes" and hired Ben Edelstein to run the plant. (Ben subsequently put in more than 20 years of service with Coleco.)

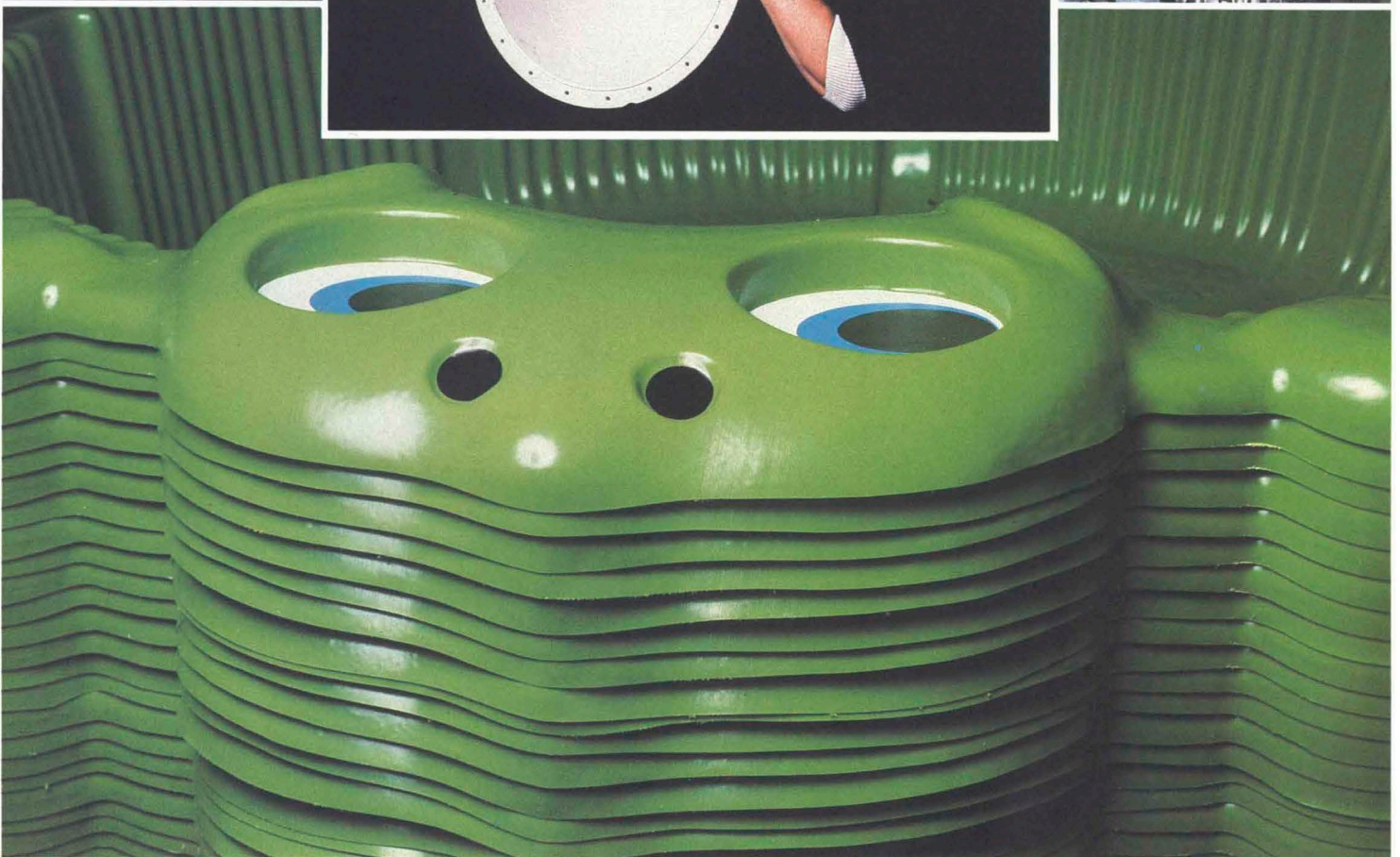
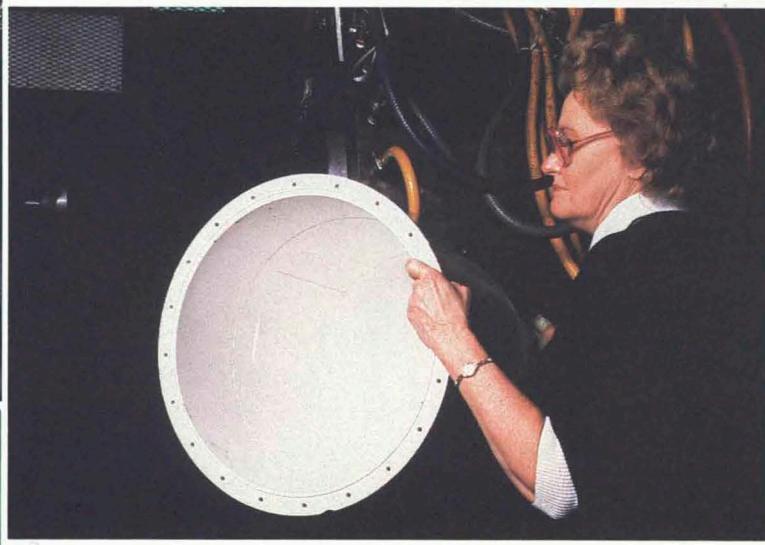
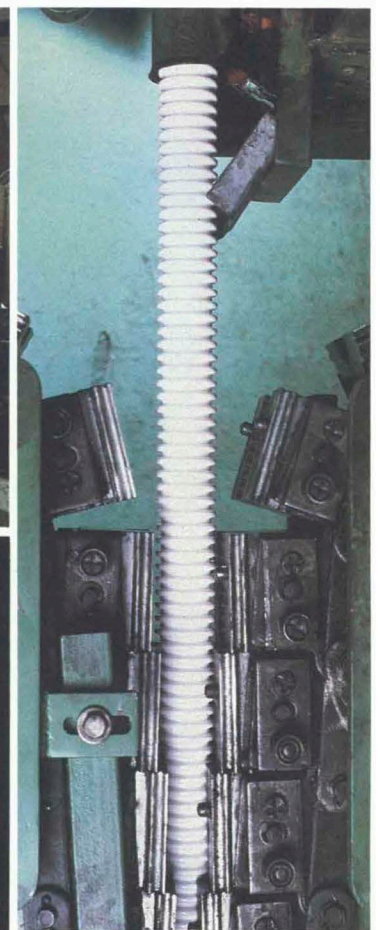
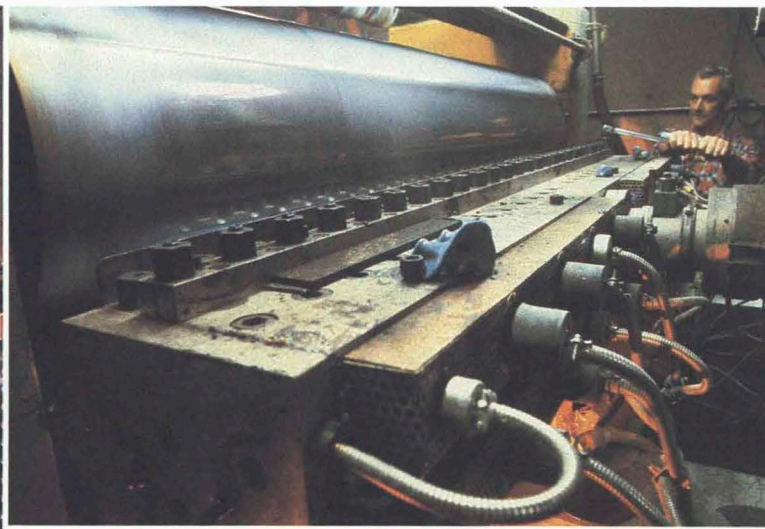
In 1954, at the New York Toy Fair, the leather moccasin kit was selected as a Child Guidance Prestige Toy, and Connecticut Leather Company decided to go wholeheartedly into the toy business. A succession of leathercraft kits followed: *Mickey Mouse* Moccasin kits, *Howdy Doody Bee-Nee* kits, *Davey Crockett* kits, *Chief* and *Princess* handbags, and many more.

The decisive breakthrough, however, didn't come until 1956—when Coleco discovered plastic.

left:
Products from
an earlier era

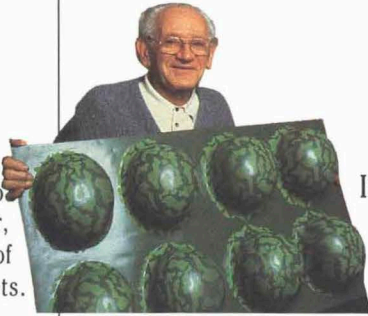
In 1951,
Leonard Greenberg
examines spools
of leather lacing.





PLASTICS AND EXPANSION

Ben Edelstein, first Coleco plant manager, displays a sheet of army helmets.



In the summer of 1956, seeking ways to expand beyond the natural limitations of leathercraft kits, Leonard read of an emerging technology, the vacuum forming of plastic. He was convinced that it held the answer to a whole new line

of toys. The Company bought a small sample machine and began to vacuum form simple toys like *Farmscapes* (complete with farm animals) and miniature golf sets.

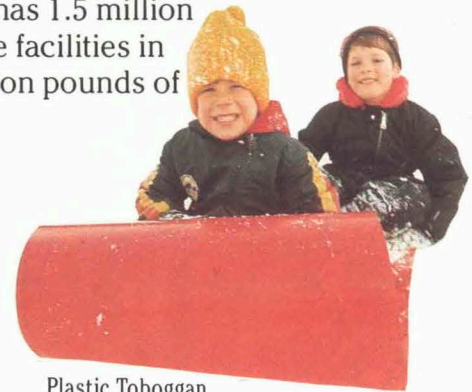
Then the idea for a plastic wading pool was conceived even though a much larger and more expensive machine would be needed to make a 3 by 4 foot pool. Leonard decided to try to design his own vacuum former. He spent the summer of 1957 in the Fulton County Machine Shop, and emerged with a machine that worked, and, in very short order, with a pool that was an instant success.

A line of army helmets was added next, and the Company vacuum formed over one million of them. When Sputnik was launched in 1958, the Company responded with space helmets, which were a very popular item. Then came sleds and snow coasters and toboggans, which are still an important part of the line today.

It was quickly evident that the Mayfield plant needed an extruder to make the manufacture of plastic toys vertically integrated and cost efficient. Soon a very large and complicated machine was in operation. It took in plastic pellets at one end, and heated and rolled them into large sheets of unbreakable polyethylene plastic which could then be formed into a variety of products.

The Company kept outgrowing the Mayfield plant and in 1958 began a series of expansions to that plant and acquisitions of buildings in nearby Gloversville and Amsterdam. Today Coleco has 1.5 million square feet of manufacturing and warehouse facilities in upstate New York and extrudes over 32 million pounds of linear polyethylene every year.

(clockwise from top left) plastic lamination, extrusion, blow molding and injection molding
Stack of *Mr. Turtle* Pools.



Plastic Toboggan

RAPID GROWTH IN THE SIXTIES



“Clock” Building
Amsterdam,
New York

By the end of the decade of the 50s, Connecticut Leather Company had gone through two transitions. From the sale of wholesale leather and shoe findings, it had become a manufacturer of leather lacing and hobby kits; then with the new technology of plastics, it had become a full-fledged toy company, selling over \$1 million worth of products a year.

In 1961 the leather and shoe findings portion of the business was sold, and Connecticut Leather Company became Coleco Industries, Inc. That same year, Coleco went public, offering its stock at \$5.00 a share on January 9, 1962. (This equates to 50¢ per share today, giving effect to all stock splits and stock dividends.)

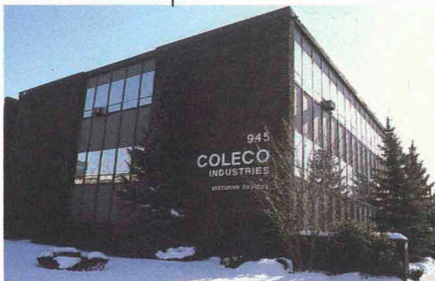
In 1963 the Company began to diversify when it acquired the Kestral Corporation of Springfield, Massachusetts, a manufacturer of inflatable vinyl pools and toys and small steel walled backyard swimming pools. Under the direction of Mel Gershman, Kestral was moved to upstate New York and formed the basis of Coleco’s third transition: from a manufacturer of plastic toys and wading pools to the largest manufacturer of above ground swimming pools in the world. The success of the swimming pool line meant enormous growth in sales and profitability for the Company. It also required expansion of the upstate New York facilities to accommodate the relocation of Kestral.

In 1966, with Coleco growing so rapidly, Leonard persuaded his brother Arnold to join the business full time. Arnold, a partner in the law firm which had represented Coleco since its founding in 1932, had been closely involved in the Company’s affairs for a number of years. He brought with him not only valuable legal, financial and administrative skills, but as the years would reveal, an aptitude for merchandising and marketing as well—a successful blending with Leonard’s own interests in engineering and efficient factory operations.

Coleco also strengthened its basic toy and game line during the sixties through acquisition. Playtime Products (1966) became the basis for Coleco’s extensive line of children’s doll carriages, strollers and coaches. Eagle Toys of Canada (1968) was perhaps the most important acquisition of the period

because of the entry it gave Coleco into the sports games field.

By the end of the decade, with a listing on the American Stock Exchange, ten manufacturing facilities and a new corporate headquarters in Hartford, Coleco had essentially put into place the structure, strategy and philosophy of the Coleco of today.



Executive Offices, Hartford, Connecticut

left:
Products developed
during the 60s.

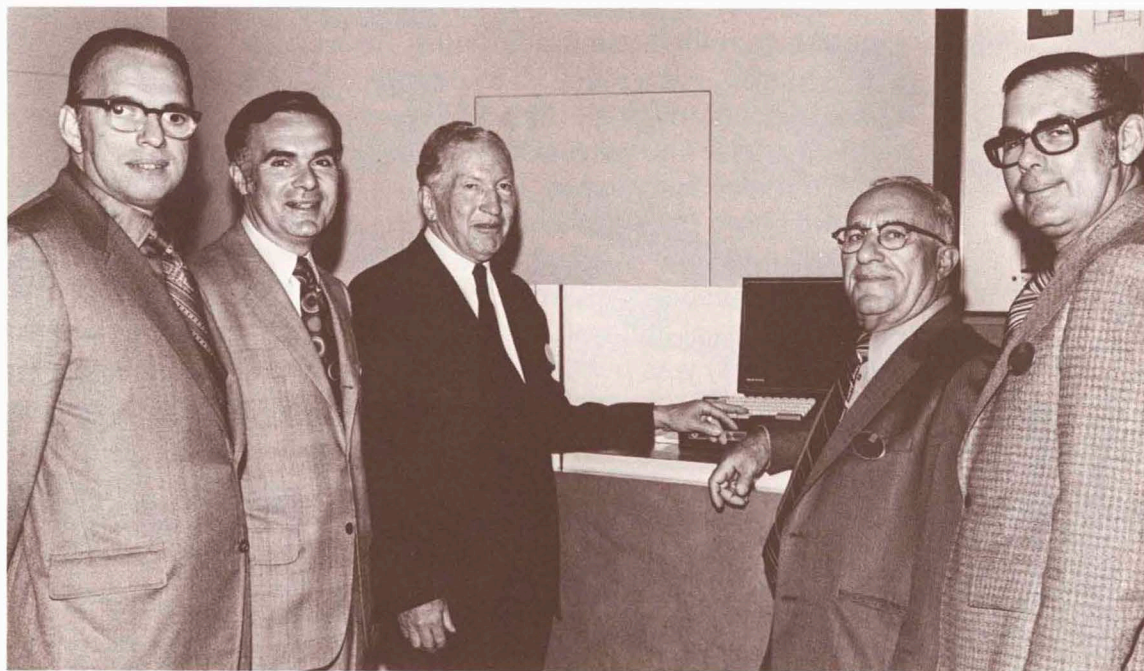
LISTING ON NEW YORK STOCK EXCHANGE



By 1971 Coleco's sales had grown to \$48.6 million. The Company had become a diversified manufacturer of recreation products and toys, and had already achieved industry leadership in swimming and wading pools. Its facilities had grown substantially during ten years of public ownership and it had installed many sophisticated and vertically integrated manufacturing technologies. The listing that year on the New York Stock Exchange was a particularly exciting event for the entire Coleco family. Coleco had come a long, long way.

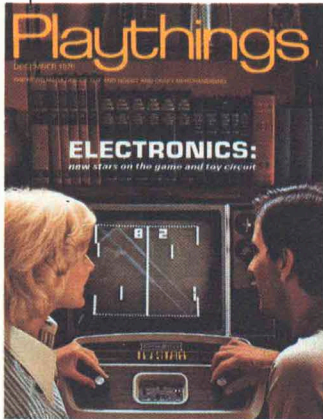
So there was just cause, when the Coleco family and its friends gathered in June 1971 to celebrate and, in Arnold Greenberg's words, "to pay proper and nostalgic respect to the memory of 39 years of hard times, hard work, adventure, and success—all of which produced a New York Stock Exchange company."

Many special tributes that evening were paid to Coleco's founder, Maurice Greenberg, the self-educated immigrant from Minsk, who had come to America penniless, had founded a business during the Depression, and within his lifetime had seen it achieve a listing on the New York Stock Exchange. For Maurice Greenberg, the American Dream had come true.



May 25, 1971, first day of trading on NYSE. From left: Melvin Gershman, Arnold Greenberg, NYSE official, Maurice Greenberg and Leonard Greenberg.

THE CHALLENGING SEVENTIES



For Coleco the 70s were an uneven period of highs and lows. The Company crossed the \$100 million mark in sales, entered the consumer electronics field, enjoyed several years of record earnings—and also experienced some of the most difficult challenges and disappointing operating results since the decade of the 30s.

A period of 12 consecutive years of record operating results was ended after Coleco entered the snowmobile industry by acquisition in 1972. Reminiscent of Maurice Greenberg's untimely venture into rubber footwear 35 years earlier, snowfall was unusually light during the next several years in the north-eastern portion of North America. Several other reasons also led to the decision to discontinue the snowmobile business. But the costs were great. During this period (1973-1975), the economy was being ravaged by the extremes of inflation and recession, and as a result, overall sales and profits were also adversely affected.

In 1976 Coleco became the first major toy company to enter the electronic era. The introduction of its *Telstar* video game was so successful that approximately one million units were sold in the first year.

The relative ease with which Coleco met the challenge of electronic manufacturing in 1976 encouraged it to undertake what proved to be an overly ambitious program of eight new video games in 1977. Engineering and development problems, supplier delays and a 60-day East Coast dock strike during the critical shipping period wreaked havoc with production.

Consequently, shipments reached the marketplace too late for the 1977 Christmas season. Coleco had created a demand it could not fill on time. It was forced to liquidate its inventory of video games in 1978 below cost after demand had abated. As a result, Coleco suffered an overwhelming loss in 1978. For the first time since its founding in the 30s, its very survival was threatened.



Coleco's first *Telstar* Video Game



Merchandising aid for pool dealer

THE CHALLENGING SEVENTIES

(continued)

Consumer buying preferences began rapidly to shift toward self-contained or hand held games that were microprocessor based. This very significant technological revolution was, in fact, being led by Coleco and two other major toy companies.

Coleco's recovery was rapid if not meteoric. A year of record operating results followed in 1979, exceeded by another record year in 1980. Coleco had quickly and fully recovered financially from the low point in 1978.

Coleco's faith in hand held or self-contained games was well placed, and it became the leading manufacturer of electronic sports games. Its *Electronic Quarterback* and *Head to Head* series of two-player games rapidly became best sellers. A line of successful play and learn products was also developed, featuring *Quiz Wiz* and the *Electronic Learning Machine*. By the end of 1981, Coleco had become the industry leader in hand held or self-contained electronic games.

Growth and excitement were not confined to electronics alone. The Company's line of sports action games was broadened; filters for swimming pools were designed and manufactured; Coastal, acquired earlier in the decade, began to grow and flourish. Finally, with the decade drawing to a close, Coleco made a successful entry into the ride-on category.

During the 70s, Coleco also substantially strengthened its product development, research, creative services and marketing groups. It developed in-house the people and the expertise required for significant future growth. Annual expenditures for research and development grew substantially. Coleco became a formidable TV marketer—the first toy company to use brand name competitive comparisons in the electronic game field.

By the beginning of the 80s, the shape of Coleco Today revealed four diversified and seasonally balanced product groups—swimming pools, basic toys and games, ride-ons, and electronic games—and a continuing commitment to respond to the recreational and entertainment needs of the American family.

TWENTY YEAR SUMMARY (1962-1981)

IN THOUSANDS OF DOLLARS (EXCEPT PER SHARE AMOUNTS)

	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969
NET SALES.....	\$178,031	\$162,907	\$136,495	\$107,011	\$137,149	\$116,316	\$71,004	\$89,447	\$74,618	\$58,984	\$48,639	\$36,212	\$29,121
GROSS PROFIT.....	\$ 62,859	\$ 65,312	\$ 46,141	\$ 11,894	\$ 35,763	\$ 37,972	\$20,599	\$23,454	\$21,308	\$20,515	\$16,218	\$12,136	\$ 9,804
OPERATING EXPENSES (INCLUDING INTEREST).....	\$ 49,751	\$ 42,022	\$ 35,547	\$ 38,133	\$ 32,467	\$ 29,273	\$20,646	\$21,698	\$17,285	\$12,042	\$ 9,036	\$ 7,061	\$ 5,287
EARNINGS BEFORE INCOME TAXES, EXTRAORDINARY CREDIT AND DISCONTINUED OPERATION.....	\$ 13,464	\$ 23,101	\$ 10,151	\$(26,936)	\$ 3,132	\$ 8,906	\$ 72	\$ 1,919	\$ 4,162	\$ 8,595	\$ 7,285	\$ 5,145	\$ 4,556
NET EARNINGS.....	\$ 7,711	\$ 16,649 ¹	\$ 9,086 ¹	\$(22,277)	\$ 1,653	\$ 4,665	\$ 85	\$ 465 ²	\$(1,248) ²	\$ 4,410	\$ 3,576	\$ 2,517	\$ 2,023
NET EARNINGS PER SHARE.....	\$ 1.01	\$ 2.33 ¹	\$ 1.32 ¹	\$ (3.24)	\$.24	\$.68	\$.01	\$.07 ²	\$ (.18) ²	\$.66	\$.55	\$.40	\$.32
AVERAGE NUMBER OF SHARES OUTSTANDING.....	7,632	7,144	6,911	6,884	6,942	6,858	6,810	6,810	6,858	6,714	6,532	6,236	6,227
WORKING CAPITAL.....	\$ 41,164	\$ 36,394	\$ 13,525	\$ (1,510)	\$ 16,533	\$ 19,679	\$16,443	\$20,752	\$ 9,383	\$11,491	\$11,451	\$ 3,943	\$ 2,970
CURRENT RATIO.....	2.2:1	2.7:1	1.6:1	1.0:1	1.3:1	2.1:1	2.0:1	2.4:1	1.2:1	1.4:1	2.4:1	1.3:1	1.3:1
PROPERTY PLANT AND EQUIPMENT, NET.....	\$ 20,340	\$ 16,869	\$ 15,722	\$ 17,239	\$ 18,758	\$ 15,752	\$14,557	\$14,755	\$15,151	\$14,379	\$10,249	\$ 7,163	\$ 6,340
STOCKHOLDERS' EQUITY.....	\$ 47,467	\$ 39,183	\$ 16,838	\$ 7,741	\$ 30,257	\$ 28,325	\$23,632	\$23,493	\$23,657	\$24,835	\$19,341	\$10,893	\$ 8,606

¹Includes an extraordinary credit resulting from the utilization of tax loss carryforwards of \$3,612,000 or \$.50 per share in 1980 and \$3,728,000 or \$.54 per share in 1979.

²Includes earnings (loss) from discontinued operation net of tax of \$(540,000) or \$(.08) per share in 1974 and \$(3,436,000) or \$(.50) per share in 1973.

OPERATING & FINANCIAL MILESTONES

1981. Sales of swimming pool products reached a record level of \$68 million.
Twentieth year as a publicly held company.

1980. Net sales exceeded \$150 million.
Record net earnings of \$13.1 million and earnings per share of \$1.83.
Public offering of 550,000 shares (\$5.4 million net proceeds).

1979. Record net earnings of \$5.4 million and earnings per share of 78¢.
Introduced *Head to Head* series of electronic sports games.

1978. Introduction of hand held electronic games.

1977. *Mr. Turtle* poly pool introduced.

1976. Net sales exceeded \$100 million.
Net earnings record of \$4.7 million.
Approximately one million units of *Telstar* video games shipped.

1972. Net sales exceeded \$50 million.
Acquired Coastal Industries, Inc., a major supplier of swimming pool chemicals.

1971. Stock offering of 175,000 shares at \$30.25 each (net proceeds about \$5 million).
Stock listed on New York Stock Exchange in May

1969. Acquired Herlicon Metals and Plastic, a modern and efficient injection molding plant located in Montreal.
Agreement completed to purchase 550,000 square feet in Amsterdam, New York, bringing total upstate New York facilities to about one million square feet.
Net sales exceeded \$25 million.

1968. Acquired Eagle Toys Limited, a Canadian toy company located in Montreal and is now the second largest toy company in Canada.
Public offering in June (30,000 shares at \$40.00 per share).
Stock listed on the American Stock Exchange in August.

1968	1967	1966	1965	1964	1963	1962
\$19,788	\$13,560	\$9,610	\$6,802	\$5,522	\$3,737	\$2,071
\$ 6,624	\$ 4,427	\$2,818	\$2,279	\$1,703	\$1,147	\$ 739
\$ 3,467	\$ 2,190	\$1,618	\$1,066	\$ 868	\$ 704	\$ 381
\$ 3,172	\$ 2,252	\$1,210	\$1,235	\$ 849	\$ 455	\$ 372
\$ 1,524	\$ 1,214	\$ 672	\$ 664	\$ 557	\$ 297	\$ 179
\$.25	\$.21	\$.12	\$.12	\$.10	\$.05	\$.03
6,058	5,835	5,835	5,767	5,622	5,622	5,622
\$ 3,856	\$ 2,327	\$1,664	\$1,555	\$ 965	\$ 597	\$ 498
1.7:1	1.6:1	1.7:1	1.9:1	1.8:1	1.9:1	2.5:1
\$ 3,458	\$ 2,545	\$1,336	\$ 929	\$ 869	\$ 545	\$ 259
\$ 6,816	\$ 4,109	\$2,961	\$2,337	\$1,663	\$1,154	\$ 793

1967. Net sales exceeded \$10 million.

Completed construction of a modern, 126,500 square foot distribution center in Mayfield, New York.

1966. Acquired Playtime Products Inc., a manufacturer of doll carriages.

1965. Moved Kestral operations to Amsterdam, New York.

1964. Net sales exceeded \$5 million.

Company paid first dividend (\$.05 cash, 5% stock).

Acquired the 150,000 square foot Clock Building in Amsterdam, New York.

1963. Acquired Kestral Corporation, a manufacturer of large, above ground swimming pools, marking Coleco's entry into this market.

1962. Became a publicly held company through an offering of 120,000 shares at \$5.00 each on January 9th (equates to 50¢ per share today, adjusted).

Reached \$2 million of net sales.

COLECO TOMORROW

BEYOND FIFTY YEARS: A LOOK AT THE FUTURE



Assessing the prospects and directions for Coleco's future requires a review of the Company's marketing strategy and essential characteristics.

Central to that strategy has been the determination to remain a seasonally balanced and diversified manufacturer of recreational and entertainment products. Accordingly, when Coleco

entered the electronics market several years ago, it was with the commitment to concurrently grow its pool business and to broaden the base of its toy and game business. The recent entry into the ride-on business reflects implementation of this strategy.

Coleco has established positions of market leadership in segments of the industry—swimming pools, ride-ons, pool tables, carriages and snow products—that are relatively staple and have shown continuing consumer appeal. The Company has demonstrated that the use of popular character licensing, such as *Smurf*, *Dukes of Hazzard* and *Strawberry Shortcake*, as well as effective television advertising can keep these product categories fresh and appealing. It will continue to apply electronic technology in areas of proven interest—sports, play and learn, and arcade games—segments where the consumer has already pointed the way.

Coleco's vertically integrated manufacturing and warehousing facilities of approximately 2.2 million square feet represent an unusual degree of in-house proficiency in various technologies. They also represent an important marketing asset. Coupled with Coleco's product research and development capability, they have strongly influenced the Company's determination to develop products which are raw material and technology intensive.

A marketing game plan requires not only long-term strategies, but also strategies based on prompt and aggressive responses to unexpected events and attractive opportunities. Unusual responsiveness to its marketing environment, coupled with an experienced and uncommonly involved senior management, has enabled Coleco to respond quickly to change and take advantage of the success or failure of competitors.

* * *

Implementing Coleco's marketing strategy and developing successful products is the challenge for the future. Changing societal trends and values, particularly in the United States, should help Coleco to meet that challenge.

■ After many years of decline, the birth rate has stabilized and started an upward trend.

BEYOND FIFTY YEARS:

(continued)

- More women are simultaneously raising children and pursuing careers.
- An increasing portion of the discretionary income of the two career family is being spent on recreational and entertainment products.

The attitude and mood of the American public is different today from that of the 60s and 70s. Individuals have a heightened appreciation of family and community. Families have become more conservative. Americans, in particular, have come back home.

High energy costs provided an impetus to turn Americans back to the home, but inflation, inconvenient travel, and a changing sense of values are beginning to keep them there. As a result, the home has increasingly become the center for recreation, entertainment and information.

As a manufacturer serving these needs with products for the entire family, Coleco is singularly well positioned for continuing profitable growth.

* * *

Coleco's future growth is likely to occur in those areas of the recreation and entertainment industry where Coleco has already achieved an important marketplace position. The continued emphasis on physical fitness and the increased exposure that children get to instructional swimming at a young age should continue to stimulate the market for swimming pools. With swimming still the number one participation sport for Americans, Coleco believes its market share and the market as a whole will continue to grow.

And backyards contain more than just swimming pools. There are other recreational products the Company can develop for the backyard. Several are already in the planning stage.



Coleco's recent entry into the ride-on business has been very successful. The Company is number two in this product area and is rapidly on the way to becoming number one. Nineteen products are featured in the 1982 line, many of which represent entry into several additional segments of the ride-on field. Cost efficient manufacturing and creative merchandising should enable Coleco to gain a larger share of this attractive market.

Expanding Coleco's basic toy and game business is important to maintaining a diversified and seasonal balance. A greater emphasis on internal product development in this category and occasional strategic acquisition of compatible products from other companies can be expected in order to accomplish continued growth.

Coleco's opportunity in consumer electronics is an exciting one. The Company has already achieved a position of market leadership in self-contained or hand held games. Its line of table top licensed arcade games is proving very successful and is likely to more than offset the decline in sales of electronic sports games from the peak level reached in 1980.

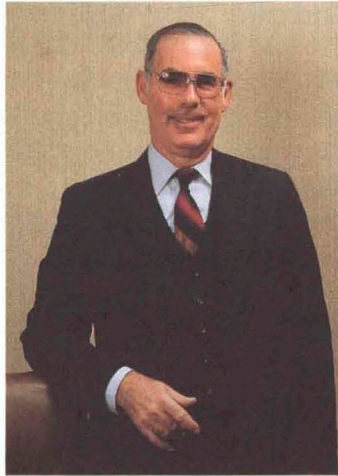
The video field also contains an important opportunity for Coleco. Coleco was the first toy company to enter the electronic field with the introduction of its *Telstar* dedicated video game in 1976. Coleco has been in video ever since. The Company's introduction of video game software compatible with the Atari Video Computer System and Intellivision appears to offer a significant and continuing marketplace opportunity. *ColecoVision*, the Company's new third generation, state of the art video game system has certain competitively unusual features that should enable Coleco to gradually develop a position in this attractive market. Its modular expandability will enable the Company to develop software products not only for family recreation and entertainment, but for information and learning as well. It represents a long range opportunity for Coleco to accomplish what it does best: apply technology in a cost effective way to respond to proven consumer preferences.

* * *

Coleco's strategy for the future also includes an intangible element. It includes a dedication on the part of management and employees alike to be an industry leader in key product categories. Coleco's people are committed to hard work, a creative mind set, optimism, and unusual longevity of service and loyalty to the Company—all of which are the Coleco "personality". This spirit should carry the Company successfully into an exciting future. It is a future reflecting a continued commitment to leadership and excellence—leadership in the diversified recreation and entertainment markets it serves, and excellence in the quality of its products and the skills of its people.

BOARD OF DIRECTORS

LEONARD E. GREENBERG
Chairman and
Chief Executive Officer



MARY ANNE KRUPSAK^{1,2}
Attorney at Law



ARNOLD C. GREENBERG³
President and
Chief Executive Officer

MORTON E. HANDEL
Executive Vice President—
Administration and Finance

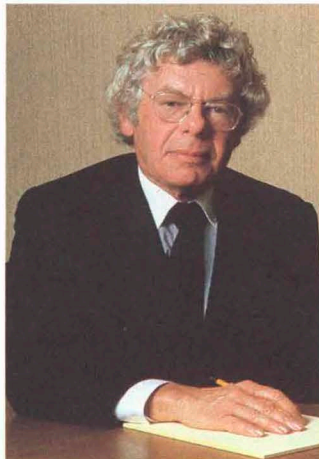


J. BRIAN CLARKE
Executive Vice President and
Chief Operating Officer



MELVIN Y. GERSHMAN
Vice Chairman and
Chief Operating Officer

MURRAY HILLMAN²
President,
The Strategy Workshop, Inc.



JOHN F. MORAN¹

OMER S. J. WILLIAMS^{1,2,3}
Attorney at Law, Partner
Thacher, Proffitt & Wood



CHRISTOPHER W. CARRIUOLO^{1,2,3}
Chairman and
Chief Executive Officer
Hartford Federal Savings
& Loan Association

¹Member of Audit Committee.

²Member of Human Resource Committee. (Formerly Compensation Committee.)

³Member Nominating Committee.

EXECUTIVE OFFICERS

LEONARD E. GREENBERG
Chairman and Chief Executive Officer

ARNOLD C. GREENBERG
President and Chief Executive Officer

MELVIN Y. GERSHMAN
Vice Chairman and Chief
Operating Officer

J. BRIAN CLARKE
Executive Vice President and
Chief Operating Officer

MORTON E. HANDEL
Executive Vice President —
Administration and Finance

PHILIP COHEN
Senior Vice President

MARTIN E. EHRLICH
Senior Vice President

MARTIN NADBORNY
Senior Vice President

MICHAEL S. SCHWEFEL
Senior Vice President and
General Counsel; Secretary

PAUL C. MEYER
Vice President—Finance

CHARLES H. MURPHY
Treasurer

OPERATING EXECUTIVES COLECO—UNITED STATES

MICHAEL A. APPEL
Vice President—Production Control

MARVIN BERGER
Vice President—Sales, Toys & Games

ERIC D. BROMLEY
Vice President—Development

ALVIN R. BROWN
Vice President—Far East Operations

FRANK DEMPSEY
Vice President—Purchasing

JOHN J. DRISKA
Vice President—Manufacturing

PAUL A. DWYER
Vice President—Transportation

DOUGLAS L. GLASPIE
Vice President—Manufacturing

LAWRENCE H. HEWITT, SR.
Vice President—Distribution

ALFRED R. KAHN
Vice President—Merchandising
& Licensing

LAWRENCE J. KARAM
Vice President—Operations
Planning, Electronics

MICHAEL V. KATZ
Vice President—Marketing Services

MICHAEL R. KIRSCH
Vice President—Sales, Water Products

ROBERT H. LEFF
Vice President—Sales, Toys & Games

RALPH R. LIGUORI
Vice President—Administration

JAMES J. PASQUALE
Vice President—Management Information
Systems

JOHN A. PASSANTE
Vice President—Human Resources

VICTOR J. RAGUSA
Vice President—Industrial Relations

BERT L. REINER
Vice President—Product Development,
Ride-Ons

RAYMOND H. RINGSTON
Vice President—Marketing Planning

PERRY P. ROSENWEIG
Vice President—Sales Administration

SIDNEY SILVERMAN
Vice President—Sales, Water Products

CHARLES B. STEELEY
Vice President—International Marketing

JERRY D. WOOD
Vice President—Preliminary Design

MARK L. YOSELOFF
Vice President—Product Operations

DINO G. ZAMPINI
Vice President—Electronic Manufacturing

COLECO (CANADA) LIMITED

J. BRIAN CLARKE
Chairman

GEORGES DUSSAULT
Vice President—Operations

GENE M. FLORIO
Senior Vice President—Finance

PHILIP HARRISON
Vice President—Marketing

MICHAEL F. RICHARDS
Vice President—Sales

PIERRE ROUETTE
Vice President—Engineering

M. U. (RICH) TANNER
Vice President—Materials Management

COASTAL INDUSTRIES, INC.

CHARLES T. SCHAUB
President

KENNETH CECIL
Vice President—Sales

LIONEL FRANK
Vice President—Administration/Finance

FRANK MIGLIORINO
Vice President—Traffic & Warehousing

MORRIS TARLOW
Vice President—Sales

BRUCE RINDZUNER
Vice President—Sales

FREDERIC S. ROSENFELD
Vice President—Merchandising

HOWARD UHDE
Vice President—Production

DR. HENRY YOUNG
Vice President—Technical Services

FACILITIES

CORPORATE HEADQUARTERS
945 Asylum Avenue
Hartford, Connecticut 06105
(203) 278-0280

MANUFACTURING FACILITIES
AND DISTRIBUTION CENTERS
21 West Main Street
Mayfield, New York 12117

Coleco Park
Mayfield, New York 12117

80 Lincoln Street
Gloversville, New York 12078

Operations Center
2 Park Street
Amsterdam, New York 12010

10 Park Street
Amsterdam, New York 12010

37 Prospect Street
Amsterdam, New York 12010

50 Park Street
Amsterdam, New York 12010

31-35 Willow Street
Amsterdam, New York 12010

50 Willow Street
Amsterdam, New York 12010

SUBSIDIARIES

Coleco (Canada) Limited
4000 St. Ambroise Street
Montreal, Quebec, Canada H4C 2C8

Coastal Industries, Inc.
190 Jony Drive
Carlstadt, New Jersey 07072

COMPANY SALES OFFICES

New York: 200 Fifth Avenue
New York, New York 10010

Chicago: 4825 North Scott
Schiller Park, Illinois 60176

Los Angeles: 1201 Bell Avenue
Tustin, California 92680

Montreal: 4000 St. Ambroise Street
Montreal, Quebec, Canada
H4C 2C8

Toronto: 5149 Bradco Boulevard
Mississauga, Ontario, Canada
L4W 2A6



Coleco Industries, Inc., 945 Asylum Avenue, Hartford, CT 06105