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AT&T AND COLECO ANNOUNCE AGREEMENT
TO DEVELOP INTERACTIVE GAME
AND ENTERTAINMENT SERVICE

SEPTEMBER 7, 1983 -- AT&T Consumer Products and Coleco Industries, Inc., today announced an agreement to develop a joint venture for an interactive game and entertainment service for consumers. Using existing telephone lines and a special AT&T/Coleco modem, consumers owning a home computer or video game system will be able to play the latest in interactive and strategy games, arcade favorites and entertainment software.

"AT&T has been looking for the right partner to enter the existing game and entertainment software market and Coleco is the perfect match. As a proven leader in creative marketing and merchandising, Coleco has continuously demonstrated the ability to produce exciting software for the consumer marketplace. Coleco's expertise coupled with AT&T's research and manufacturing capabilities will produce an outstanding joint business opportunity," said Clarence C. Selin, Director-Strategic Planning and Consumer Information Products of AT&T.

"AT&T's tremendous resources and extensive consumer base will considerably extend the success of our efforts to deliver top quality entertainment software directly to consumers," said Alfred R. Kahn, Senior Vice President-Marketing of Coleco.

The service will be available on a subscription basis in 1984.

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