



COLECO CORPORATE CENTER

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CONTACT:
Barbara Wruck, Director
Corporate Communications
Coleco Industries, Inc.
(203) 725-6660

COLECO ANNOUNCES
THE 1984 ADAM IS READY

Chicago, CES -- Coleco has announced that "The 1984 ADAM is Ready," giving consumers more reasons than ever before to purchase the Family Computer System.

ADAM is a complete, expandable 80K RAM computer with high-speed digital data drive, professional keyboard, letter quality printer and built-in word processing. Additional software - "SmartBasic" and "Buck Rogers - Planet of Zoom" super game pack are included. It comes all in one box and is available for under \$750. "No other product comes close to delivering the value for dollar spent that ADAM does."*

In announcing the 1984 ADAM, Coleco has indicated that new electronic component manufacturers have been added to the Company's roster of respected suppliers - JVC, Matsushita, Motorola, Texas Instruments and NCR. These trusted names are working together under precise manufacturing specifications and tough inspection standards to ensure ADAM's reliability and performance.

999 Quaker Lane South, West Hartford, CT 06110 (203) 725-6000
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A new warranty program is also in effect. ADAM's warranty has been doubled to six months (twice as long as Commodore, Apple or Atari) as a sign of Coleco's confidence in the reliability of ADAM.

Coleco has also announced the June shipment of a large variety of new software programs for ADAM. There's "SmartLogo" - an advanced version of the popular Logo programming language now in extensive use throughout the nation's school system. Coming soon are home information management programs like "SmartLetters & Forms" which handles all forms of correspondence, "SmartFiler" and Recipe Filer which organize all the data in the home and spread sheet programs like "SimpleCalc." There are also a number of educational programs including Electronic Flashcard Maker, "Dr. Seuss Fix-Up the Mix-Up Puzzler," "Brain Strainers," "Expertype," "Smurf Paint 'N Play Workshop" and "Telly Turtle," as well as a large library of entertainment titles such as "Bump 'N Jump," "Roc 'N Rope," "Zaxxon," "Tarzan," "SUPER ACTION Football," "Dukes of Hazzard" and "Antarctic Adventure."

And for a limited time, Coleco is offering a special software bonus to ADAM purchasers. To consumers purchasing ADAM now through September 15, 1984, Coleco will provide free of charge the ADAM Home Software Library, which contains 32 applications, educational and entertainment programs.

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The Company has also announced the establishment by Honeywell Information Systems of a network of ADAM Service Centers. Stretching from coast to coast, these centers are fully equipped with testing equipment and trained personnel guaranteeing that ADAM's reliable performance will be maintained. In addition, Coleco has established a consumer hotline (800-842-1225) to handle all inquiries on ADAM, and provide information on ADAM's hardware peripherals and software programs.

Coleco has also developed new, easy to use instruction manuals that fully inform the ADAM user on the operation and capabilities of ADAM. Written in consumer language and detailed with numerous pictures, these new manuals get the whole family into computing quickly and easily.

The 1984 ADAM is Ready. As the complete Family Computer System or as the Expansion Module for COLECOVISION, ADAM is the only computer system the family will ever need.

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