



COLECO CORPORATE CENTER

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COLECO HOLDS ADAM UPDATE

ANNOUNCES NEW HARDWARE PERIPHERALS, SERVICE POLICY
AND EXTENSIVE SOFTWARE LINES

Las Vegas, Nevada - At a press conference held here today, Coleco Industries, Inc., announced several new hardware peripherals and an extensive line of over 170 software titles for ADAM - the ColecoVision Family Computer System.

Since its introduction in June 1983, ADAM has been recognized as the most significant and most sought-after home computer system. Innovative in its packaged approach, ADAM includes all the hardware and software necessary for immediate use in the home. ADAM is complete, simple to operate, useful and affordable.

"During 1983, ADAM was appreciated for its powerful capabilities, built-in word processing program and advanced video game play," commented Alfred Kahn, Executive Vice President - Marketing at Coleco. "In 1984," he continued, "the powers of ADAM will be even more evident, as the system is expanded with hardware peripherals designed to operate within the existing ADAM network, and as the consumer utilizes the extensive lines of software being made available to him."

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The ADAM hardware peripherals introduced by Mr. Kahn include a second Digital Data Drive; a 5 1/4" Disk Drive which utilizes 5 1/4" floppy disks; the ADAMLink 1200 Baud Direct Connect Modem for accessing information services; and a 64K RAM Memory Expander that increases the memory capacity of ADAM to 144K RAM. Also shown were two ADAM accessories - an Accessory Kit that includes extras such as three replacement daisy wheels, a ribbon cartridge, a blank digital data pack and tape head cleaner; and a Tractor Feed for the SmartWRITER™ Printer that handles continuous feed fanfold paper.

Following Mr. Kahn's hardware presentation, Kenneth Nason, Manager of Product Marketing for Honeywell - Customer Services Division, spoke on Honeywell's establishment of a nationwide network of ADAM service centers. "Already, several service centers are in operation," he stated. "A total of thirty five centers will be operational by the end of March, and many more will be functional by the end of this year."

Mr. Nason commented that Honeywell's computer technicians had carefully examined ADAM and "found it to be a sophisticated, well-designed system that meets the highest standards of reliability." Through the Honeywell service center network, ADAM's superior performance will be maintained. "It's a pleasure to be working with Coleco, whose concern for consumer satisfaction is so obvious," he concluded.

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Mr. Kahn then went on to further evidence the powers of ADAM by presenting the extensive software library being made available. Categorized under the four headings of Family Learning, Languages/Programming Aids, Home Information Management, and Entertainment, the software is designed to fulfill the needs of all family members, both now and in the future.

Within the categories are innovative learning programs for children and self-improvement programs for adults; CP/M programs, additional languages and programmers' tools; integrated home information management programs that include word, graphic, and data processing software; and entertainment titles including the most popular computer games as well as arcade favorites, action games, and TV quiz show games.

Mr. Kahn pointed out that, while many software programs have been developed by Coleco, a large number of titles represent the offerings of major independent computer software companies such as Spinnaker, Infocom, Broderbund, Sierra On-Line, Continental, HES, Epyx, and others.

"The interest demonstrated by these leading software publishers, and the tremendous support they are providing is further evidence of ADAM's continued significance in the home computer market," Mr. Kahn concluded.

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