



COLECO CORPORATE CENTER

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COLECO MARKETS
INNOVATIVE PRIVATE CALL PHONE

Chicago, CES -- For the teenage girl who enjoys privacy and wants a phone all to herself, Coleco is offering the "Private Call" phone. The first telephone specifically designed for the teenage market, the "Private Call" phone comes in a stylish case that can actually be locked with a key. The receiver is conveniently positioned so that incoming calls can be answered even while the case is locked.

A unique feature of the "Private Call" phone is its "Photographic Memory" dialer, which combines the fun of a photo album with the ease of automatic dialing. The teenager can place up to nine photos of her best friends into plastic photo holders which correspond to the memory keys on the phone's linear dial. She then programs their phone numbers into the memory. When she wishes to call a special someone, she simply flips to their picture, presses the corresponding memory key and the call goes through. The "Private Call" phone has a last number redial feature, an adjustable ringer and features an address book/diary, which tucks away in a special compartment that also holds special items and mementos.

With its stylish design and confidential theme, the "Private Call" is a great gift item or personal purchase.

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