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FOR RELEASE JUNE 6, 1982

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ASTROCADE KICKS OFF \$12 MILLION AD CAMPAIGN, BASEBALL GAME
PROMOS

CHICAGO--Astrocade Inc. (formerly Astrovision, Inc.) has launched a \$12 million advertising campaign to saturate prospective video game buyers with the message: You get more from an Astrocade video game than from an Atari.

Astrocade is running a \$10 million TV campaign in 40 markets, starting in May. Spots will air this summer during major league baseball games, including NY Mets, Chicago White Sox, and California Angels games. The fall TV media campaign includes professional and NCAA college football and a variety of films and entertainment specials.

Astrocade will tie in its TV advertising with a special baseball promotion: on June 8, the first video game ever projected on a 24X35-foot TV screen will premiere

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ASTROCADE KICKS OFF/2

live at the White Sox-Oakland A's game at Chicago's Comiskey Park. Astrocade has also arranged for group ticket holders throughout the season to play the company's popular "Incredible Wizard" video game live at White Sox games, also on the 24X35-foot Diamond Vision scoreboard at Comiskey Park. Astrocade will award prizes for highest scores.

Astrocade has also launched a \$2 million print advertising campaign, with ads running May through December in such major publications as Sports Illustrated, People, Omni, and TV Guide.

Astrocade also plans a major commitment of coop ad dollars with Astrocade dealers throughout the country.

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