



# Press Release

## BACKGROUND INFORMATION

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### **ATARI OFFERS MOST DIVERSE LINE OF VIDEO GAME HARDWARE**

SUNNYVALE, Calif. -- In today's competitive video game market, Atari is the only company with a broad line of video game hardware with systems for all levels of players. The Atari Entertainment Electronics division offers the XE game system, the most sophisticated system available, as well as the state of the art, downward compatible 7800 system, and the 2600, the most popular video game of all times.

#### **The Atari XE Video Game**

The ultimate in today's game systems is the Atari XE, the most powerful video game system on the market. The brain of Atari's newest system is an 8-bit computer with 64 kilobytes of memory, more powerful than the processing unit for any comparable product. Adding a disk drive to the XE, which comes with a keyboard, effectively turns the game system into a fully functioning computer. The XE is able to play more games, including those for the Atari XE and XL computers, than any other game system. The large memory gives the XE vivid color,

crisp graphics and realistic sound for maximum excitement from a growing library of challenging games.

The system includes the console, attachable keyboard, video gun, joystick and the following games -- Flight Simulator II, the all-time best-selling computer game, Missile Command, the arcade classic and Barnyard Blaster, a new shooting game, all this for less than \$150. The XE game cartridges store more than 256 kilobytes of program, twice that of any comparable unit. Atari also sells an XE disk drive, enabling the XE system to play hundreds of disk-based games.

#### **The 7800 System**

Atari introduced the model 7800 in 1986, and it has been a best seller ever since. Retailing for less than \$90, it offers arcade-quality graphics, life-like animation and sound, and a memory large enough to run entertainment software designed for home computers. The 7800 has its own games and super-games and can also play all games designed for the 2600 system. The model comes with two joypad controllers and the Pole Position II cartridge.

#### **The Model 2600 Video Game System**

The 2600 is the most popular video game system in the world. More than 25 million units have been sold since the game was introduced in 1984. The compact system sells for less than \$50 and comes with a joystick and carrying case.

Atari Video Game Hardware  
Page Three

Atari Corp. is a leading international manufacturer, marketer and distributor of video game hardware, software, and peripherals. Atari's stock is listed on the American Stock Exchange and trades under the ticker symbol ATC. For more information, contact: Michael Katz, Atari Corp., 1196 Borregas Avenue, Sunnyvale, CA 94086. Telephone: (408) 745-4691.

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