Pong™ REVISITED

ATARI®

SPRING NEWSLETTER 1979

Outstanding First Quarter Performance

A Message to All Employees

First Quarter 1979 sales for both the Consumer Division and the Coin-Op Division were the best Atari has experienced in its history and significantly better than for the same quarter of last year. This exceptional performance is a credit to the outstanding job being done by Atari employees throughout the Company.

1979 will be a year of new product introductions. The most ambitious of these new products is our line of personal computers, the Atari 400 and Atari 800. The entry into this marketplace is a significant challenge to all of us. The market is very competitive and the quality and product performance standards very high. I am confident that Atari people are equal to the challenge. Additional new product introductions will occur in Consumer and Coin-Op. The new line of hand-held games, specifically "Touch Me", was enthusiastically received at the Toy Fair. In Coin-Op, Superman™ and Hercules™ pinball machines were well received. In addition, Coin-Op previewed Subs™, Basketball™, Baseball™, Lunar Lander™, and Sebring™.

The greater challenge lies ahead. We anticipate continued sales improvement throughout the course of the year and significant performance over last year. Achievement of this objective depends on you. Additional units of all product lines will be required for the balance of the year. We must continue to reduce costs and improve productivity to overcome burdens remaining from last year. To ensure success and minimize product returns we must deliver quality products to our customers. One of our objectives for 1979 is "Quality Products from a Quality Company". We want Atari to be a Company of which we all can be proud. Your continued outstanding performance will help to ensure that.

Thank you for giving me the opportunity to convey this message on such a positive subject.

Thanks for a job well done!

Raymond E Kassar

Raymond Kassar
President

Atari Never Stops Inventing



You can look forward to these eight new Game Program™ cartridges.

GERONIMO-O-O



SKY DIVER™ GAME PROGRAM™

Geronimo-o-o!
Your chute is ready. You jump from the plane into midair, thousands of feet from the ground. Then, with adept maneuvering, guide yourself down onto the landing pad. The more times you land in the bull's-eye, the more points you score.

FOOTBALL GAME PROGRAM™

Hut One...Hut Two...HIKE!
Pass on 3rd and long. Punt out of trouble on 4th down. Or run the end sweep for a T.D. You're the quarterback calling all the offensive plays. And, on defense, you're in total control, maneuvering your men into position to "stop the opponent cold." Kick! Pass! Score! Touchdown!





CASINO™ GAME PROGRAM™

O.K. Partner, Ante Up!
Now you can get down to some serious card playing. Roll up your sleeves, loosen your tie, we'll break out the chops and deal out the cards.
Black Jack/Stud Poker/Poker Solitaire



SLOT MACHINE™ GAME PROGRAM™

Beat The One-Arm Bandit!
Imagine yourself in Las Vegas. Plug your coins into a 3-wheel, 2-stop slot machine–just like the ones in gambling casinos. You start with a stake of 25 coins. Once they're gone, you're broke! Eight games to choose from.



HUMAN CANNONBALL™ GAME PROGRAM™

Be A Daredevil!
Shoot your man out of the cannon and into the water tower. Calculate the position of the cannon. The speed and the degree of the angle are indicated on the screen. Any miscalculation and your man will miss... ouch! Eight games.

CANYON BOMBER™ GAME PROGRAM™



Bombs Away!
With just a press of a button, you're in control of unloading tons of bombs into the canyon. Careful now. An itchy finger may cost you the war.
Canyon Bomber™/ Sea Bomber™

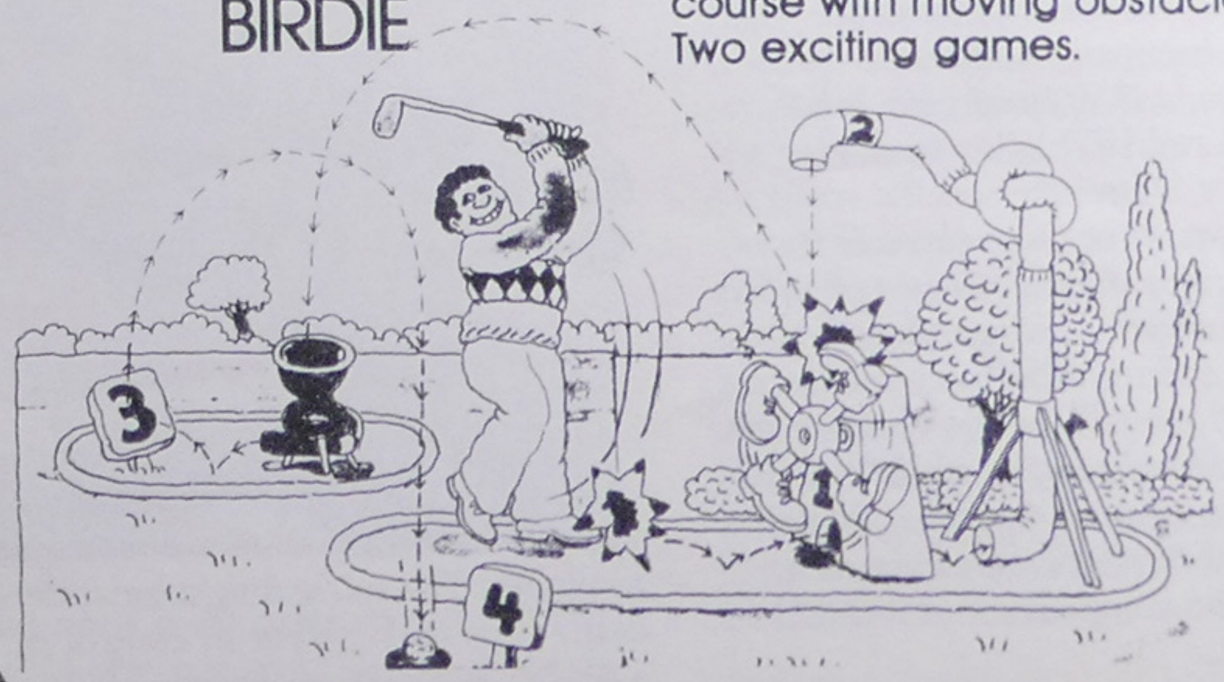
BOWLING GAME PROGRAM™

Knock 'Em All Down!
Choose your alley. Pick your spot. Now roll the ball, and stay out of the gutter. Your score is automatically kept on the screen, frame by frame. Roll a curve or a straight ball. Six action-packed games.



MINIATURE GOLF GAME PROGRAM™

Make a Birdie!
Get your golf grip down pat. Line up the ball to the cup. (Ask your caddie for assistance, if you must.) Now putt away and sink it! Putt through a nine-hole course with moving obstacles. Two exciting games.



VIDEO PINBALL

Atari Does It Again:
Coin-Oppers Build Two More Challenges

Now the best features of Atari video games and the attracting play action of pinball games are combined to create VIDEO PINBALL™. This all-new one-to-four-player video game is the first realistic pinball simulation with extra benefits built in. It is a completely new concept in coin games.



The fluorescent "disco" 3-D playfield includes challenging targets, bumpers, slingshots, rollovers, and drop targets. It has colorful red LED lights to dramatically illuminate specific score objectives. A realistic plunger shoots the ball into play. Two sets of video flippers respond independently to the left and right button controls. Even the pinball "nudge" feature has been included to give realistic feel to the play action. Specials, Extra Balls, and Bonus features are all a part of the competition of VIDEO PINBALL.

It is a video game that includes terrific pinball play. The sleek cabinet design makes this game appropriate for a sophisticated environment as well as a contemporary game arcade. VIDEO PINBALL offers operators the most versatile game options and self-test features. A 3 or 5 ball game with a choice of replay levels, pinball special options, four different coinages, and video message language selections can be adjusted to suit the location needs.

Atari adds a new attraction to its winning line of video games. It offers the superior play action of a pinball. Players experience a new exhilarating visual dimension with its glowing blacklight colors. VIDEO PINBALL has more dynamic challenges that stimulate high replay and high quality to assure maximum reliability.

"VIDEO PINBALL has shown exceptional promise in field tests," reported Frank Balfour, Atari's National Sales Manager. "It will give operators high steady earnings with maximum versatility and reliability," he added. This incredible new game concept can be seen at Atari distributors worldwide.

SINKING SUBS™

SUBS™, the first two-monitor video game from Atari, will soon be available. The intriguing submarine battle puts each player in control of a search and destroy mission. Using a realistic sonar locating image, accurate steering and firing controls, the players must act quickly to score hits. The unique cabinet design allows each of the two players to use their own TV monitor. Using skill to determine the opponent's moves on the opposite screen, players experience the realistic game strategy. A single player has the option to play against the computer.

Atari introduces more new innovations with SUBS. In addition to the dual monitor, this is the first game with an operator optional add-a-coin or regular credit coinage mode. In the add-a-coin mode, the game can be set on eight different times per coin. Or the operator can choose to offer 1 credit per coin at any of the game times. The sonar "ping" in the attract mode is also an option offered to increase location versatility.



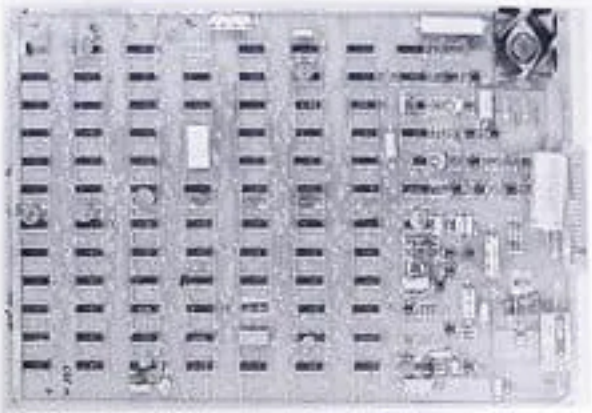
This challenging new game will encourage even more play with its unique visual experience. The players try to outmaneuver their opponents. Each player sees only the view of the sub he is controlling. Only the opponent's missiles are seen; his/her sub is visible only when crashing or hit. The sonar scans the area to locate enemy subs and help direct the hits. This adds up to suspenseful action and strategy play.

Coin-Op's New PCB Facility

As of January 19, all Video Printed Circuit Board assembly personnel have been reporting for work at 1320 Bordeaux Drive. The new building was finally a reality after several months of construction which had aroused the curiosity of all employees and a few lunch wagons.

Moving to the larger facility means that the Stores group no longer has to beg for floor space from other departments. Work in progress does not have to be placed in the aisles and people do not have to climb over the Foosball Table in order to enter the lunch room. The two new wave soldering systems are impressive and imposing. And now, the Shipping and Receiving departments can be distinguished as two separate groups.

The big new building is fast becoming home for the P.C.B.ers and it promises to be a productive home.







Employee Of The Month

Coin-Op's Cindi Keyes

The ad in the paper read: "... ability to work with small parts." Having done her time at a place which manufactured digital watches she knew all about the tiniest of parts. Let's see now, what was the name of that place again? Atari. That's a funny name. In September, 1975 Cindi Keyes headed our way.

Naturally, she was hired to stuff boards. And those first two days were a real test of endurance. Not because of her tremendous work load, but, rather, just the opposite. There was really not much to do because we were out of boards. She came to work each morning and promptly sat down to a card game.

Under these circumstances, one might think they'd found the perfect job—one which required no work.



But not Cindi. After two days of cards, she was most definitely ready to do anything but play cards. She wanted to work. So, she requested to be transferred to a department where she could do just that. She was told that she could work testing transistors. Anything, Cindi said.

And test transistors she did. Having stuck through it, Cindi soon found herself back to QC inspecting stuffed PCBs. Having mastered that, she was promoted to lead during the night shift. Fellow employees discovered that Cindi was good at what she did. And Cindi loved what she was doing. Three years went by.

Last December, Cindi was rewarded for her ability on the job and her talent for getting along with people. She was promoted to Production Assistant. She loves running the floor and helping people. She knows what she's doing because she says, "I've been there." Cindi feels close to the people she helps supervise.

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Company Store folds...

the best looking beach towels this side of the South of France! Tan in style on this natty white/blue and lime green Atari design. $5.75.

So, what else is new?

Recordrup, that's what. Our new shipment of cassettes and cartridges is in. The updated list is available at the Store. Come in humming.

Mesh baseball caps in gold/white or black/white will take you out to the ballgame for a mere $3.85.

New shirts, sweatshirts and tank tops keep up their endless march through the Store door. And they're marching out just as quickly at wonderfully affordable prices. You'll practically be stealing the shirts off our racks...

Give the Big 5 to your favorite Superman, woman or child. Just $4.95 for grown-ups and $3.55 for kids. The Big 5 on a little patch is 20¢.

For warriors only: run out in jogging shorts ($5.50) and a matching tee ($5.50). A runaway bargain in white/blue or blue/white.



The new 1979 video cartridges we showed you in this issue are in stock. And, of course, we have a complete selection of '77 and '78 game cartridges.

What's Old and Back?

Atari pens by Sheaffer made a comeback, just $3.85. Foam frisbees flew in and are just $4.35. Time 2000 posters at a bargain of $3.85 are here and waiting to get plastered (on your wall, of course).

New, but not for sale...

Cathy Stidham, a familiar face from Personnel is now Theresa's right hand woman. Come visit the Dynamic Duo.

Theresa survived Christmas at the Store, putting in endless hours of voluntary overtime. She deserves a hand... so she got two (with splints) in Cathy Stidham. Thanks, Theresa!

Theresa displays her wares.

AtaReductions

Continued from page 8

FUN PLACES

DISNEYLAND. Membership card lets you purchase Magic Kingdom Club Ticket Books for you and your entire party. Entitles you to special rates at participating Howard Johnson Lodges, Disneyland and Disneyworld Hotels. It also offers vacation trips through the Disneyland Travel Service.

GREAT AMERICA. Membership cards will be available. Group rate admission tickets will be available at the Company Store for $7.75 each. This year, adult admission will be $9.75, so this is quite a savings. Tickets will be on sale this year through the entire season, including July and August.

WINCHESTER MYSTERY HOUSE. Use your Great America card.

FRONTIER VILLAGE. 20% discount on the Pay One Price ticket which entitles you to admission and unlimited rides. Use your Frontier Wonderland card.

GOLFLAND. Each ticket provides one game each for two people for the price of one game or two games for the price of one game. You figure it out!

KNOTTS BERRY FARM. Adventurer's Club allows you and your family to purchase ticket books. This does not provide a discount on general admission tickets.

QUEEN MARY TOUR. Long Beach. 15% off tour and 15% off rates at the Queen Mary Hyatt Hotel.

MARINE WORLD. Seafari Club Card allows you and your guests a discount on admission to Marine World and several peninsula inns accommodations.

SAN DIEGO ZOOFARI CLUB. 15% savings on ticket packages at San Diego Zoo.

SANTA CRUZ BEACH BOARD WALK. Beachcomber Card entitles you to 30% savings on ticket, selected foods, games and entertainment. Admission is free. Monday through Friday during summer months, receive a $1 discount on Unlimited Ride wristbands.

SEA WORLD DOLPHIN CLUB. 15% admission discount to any Sea World Park. Varying discounts of 10%-20% on hotels, motels, car rentals, deep sea fishing and sports.

UNIVERSAL STUDIO TOUR. 10% reduction on admission.

MAGIC MOUNTAIN, Valencia, Calif. 10% discount on regular admission prices. (Not valid Saturdays in July and August, or any day preceding a holiday or the holiday itself.)

BAY CRUISE, RED & WHITE FLEET. A special discount for San Francisco's Number One sightseeing tour.

GOLDEN GATE CAMERA CLUB. The drop box and price schedules are at the Company Store. For pick up and payment, come to the store selling window. For your convenience, film may be purchased at the Store. Cameras and accessories will be available on a special order basis. All items are priced at 3% above wholesale list price.



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You know that question that's been teetering on the edge of your tongue for weeks? Now's your chance to ask—and be answered in St. Pong. Just decide who you want to ask and what you want to ask them. Then write it down—you don't even have to look for a piece of paper—here it is. If enough of you ask the same question, we'll answer it in St. Pong for everybody to see. If your question is the only one of its kind, we'll answer it personally. Drop your scribbles by Karen Sabo in Personnel, or send it by carrier pigeon. Just get it here!

WRITE TO ZO EDITOR!

Dear

Sincerely,

Name Dept.