



One JS&A Plaza, Northbrook, Illinois 60062

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2/28/78

Dear Customer:

Enclosed you will find your Bally Home Library Computer. We really appreciate your patience and we are confident that you will have many years of enjoyment with your new unit.

When you purchase the add-on module you will receive, free-of-charge, the \$100 Dial-A-Bargain ordering package. This will give you access to our main JS&A computer here in Northbrook. You will be able to order directly through our computer and receive discounts on many items plus the fastest service possible. The telephone coupler can also be used for other applications.

Also included will be a diagnostic cartridge which will be your in-house serviceman. Should your unit ever malfunction, it will diagnose which module is defective and designate which component on that module is malfunctioning. You could then either request a replacement part or return the entire circuitboard for replacement.

As an owner of the basic unit, you will be able to order the add-on module before we nationally announce its availability.

The Bally Home Library Computer will be sold by our company in the spring of 1978 for \$220. When you first see this price you might be a little shocked, but upon our explanation I think you will see how much more value you are getting. For \$220 the purchaser will receive just the basic unit with no pistol grips, no diagnostic cartridge and no \$100 hardware ordering package. The pistol grips will be offered as an optional item at \$29.95 a pair and the cartridge for \$20. If you add up the value of what you've received, it totals \$400. Someone ordering the unit at \$220 will eventually have to pay \$120 more for what you are getting free. Our current program is effective through February 28, 1978 and beyond that date the \$120 free incentive package will not be offered. Many of the cartridges you may have ordered will be shipped to you during January as they become available. Meanwhile the games that come with the unit are explained in the instruction manual. Please remember to turn the unit on using the switch located on the back of the unit and adjust the channel frequency using the switch located on the side. Also, be sure to plug the pistol grips into the proper plugs. Each grip is designated by a number on top of the grip.

If you feel that your unit is not functioning properly, please call our toll-free number (800) 323-6400 and we will determine the proper action over the phone.

We trust that you will be impressed with our current system and its expansion possibilities. Again, we sincerely appreciate your understanding during this very embarrassing delay. Thank you very much for your order and please feel free to write us if you have further questions.

Sincerely,

JS&A NATIONAL SALES GROUP



William Mitchell
Group Marketing Director