



GOLDEN WEST SALES, INC.

September 29, 1980

Bob Farris
"Arcadians"
3626 Morris Dr.
San Jose, Ca. 95127

Dear Bob:

Enclosed is a letter and press release concerning the new owners of the Bally Arcade products. Thought you would be interested in it (if you hadn't already received a copy!).

Regards,

A handwritten signature in black ink, appearing to read "J.P. Costello", written over the typed name.

J.P. Costello
President
Encl.

Astrovision, Inc.
6460 Busch Blvd.
Suite 215
Columbus, Ohio 43229

September 25, 1980

Mr. James P. Costello
Golden West Sales, Inc.
140 Park Lane
Brisbane, CA 94005

RECEIVED

SEP 29 1980

Dear Mr. Costello:

We want to thank you for your past support of the 'Bally Professional Arcade' and tell you of an exciting development in the product's emergence as a major home computer center.

Last August, Astrovision, Inc., a Columbus, Ohio based electronics manufacturing and marketing company, purchased the consumer products division of the Bally Manufacturing Corporation. As you know, this division produced the 'Bally Professional Arcade'.

We at Astrovision have planned a major marketing thrust to increase the 'Bally Professional Arcade's' share of the home computer market. Our approach is three-pronged. The plans call for an international marketing drive into Europe and Latin America, the introduction of seven to nine new 'Videocade' cassettes and the introduction of an add-on keyboard.

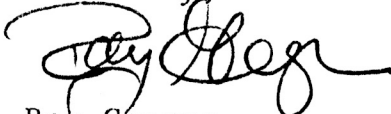
The new keyboard, scheduled for 1981, will expand the 'Bally Professional Arcade's' capabilities into a complete home video computer center offering versatile family entertainment plus bookkeeping, business and household management programs.

For your further information, we have enclosed a copy of a recently distributed news release announcing the acquisition and new marketing drive to the media. We will be sending further communications to you in the future as events develop.

In the meantime, if you have any questions, please contact me at 6460 Busch Boulevard, Suite 215 in Columbus, Ohio 43229, or call toll-free at 800-848-4377.

We at Astrovision look forward to your continuing business.

Sincerely,



Ray George
Vice President, Marketing

FOR IMMEDIATE RELEASE:

ASTROVISION ACQUIRES BALLY'S CONSUMER PRODUCTS DIVISION:

NEW MARKETING DRIVE PLANNED FOR HOME 'BALLY PROFESSIONAL ARCADE'

COLUMBUS, OHIO --- Astrovision, Inc., a Columbus-based electronics firm is mounting a three-pronged marketing and manufacturing drive for the 'Bally Professional Arcade'. Astrovision purchased the consumer products division of Bally Manufacturing Corp. in August.

The 'Bally Professional Arcade', with 14 cassettes and 28 existing games and educational programs, is the most technically sophisticated home electronic video game center available. It is the only such unit with programming capabilities which through the addition of a low cost add-on feature, called BASIC with an audio interface, expands capabilities for self-teaching and other uses.

"Astrovision's plans for the 'Bally Professional Arcade' include an international marketing thrust into Europe and Latin America, the introduction of seven to nine new 'Videcade' cassettes, and the introduction of an add-on keyboard to make existing 'Bally Professional Arcade' units into full scale home computer systems," Dan Dawson, Astrovision vice president stated.

"Astrovision will position the 'Bally Professional Arcade' as a complete home computer system with state-of-the-art games plus all at-home needs," Dawson continued.

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Astrovision will introduce a new 'Videocade' cassette named "Dogpatch" in time for Christmas, 1980 sales and will launch six to eight additional cassettes with new programming in 1981. These cassettes will include the long sought-after second generation space invader game.

The full scale add-on keyboard will also be available in 1981, according to Dawson.

"The 'Bally Professional Arcade' today is far more than a game machine. It offers basic programming capabilities with the "Brain", a powerful micro-processor that creates a memory bank and which holds more than 12,000 instructions, even before a cassette is inserted. Each unit includes skill games such as Checkmate, Gunfight and Scribbling and features a full five function, ten-key memory calculator," Dawson said. "With the add-on keyboard scheduled for 1981, the 'Bally Professional Arcade' will be a complete home video computer center offering versatile family entertainment plus vital bookkeeping, business management and household management programs."

Games and educational programs currently offered for the 'Bally Professional Arcade' include: 280Zzzap, Bally Pin, Sea Wolf, Red Baron, Football, Tornado Baseball, Star Battle, Astro Battle a space invader game, Amazin' Maze, Tic-Tac-Toe, Black Jack, Poker, Acey Ducey, Dodgem, Missile, Panzer Attack, Brickyard, Clowns, Tennis, Hockey, Handball, Bingo Math, Speed Math, Letter Match, Spell 'N' Score, Crosswords and BASIC.

BASIC, a unique feature for the 'Bally Professional Arcade' permits the user to create his own programs. It provides an entire library of video games, art, music and more, plus a self-teaching course that lets users develop programs in minutes.

The 'Bally Professional Arcade' will be available through Montgomery Ward stores and other leading retailers. For further information contact: Astrovision, Inc., 6460 Busch Blvd., Suite 215, in Columbus, Ohio 43229, 800-848-4377.

'Bally Professional Arcade' units will have a suggested retail price of about \$299 with cassette programs at \$19.95 and \$24.95.

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For More Information Contact:

Barbara Zollinger Turner

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