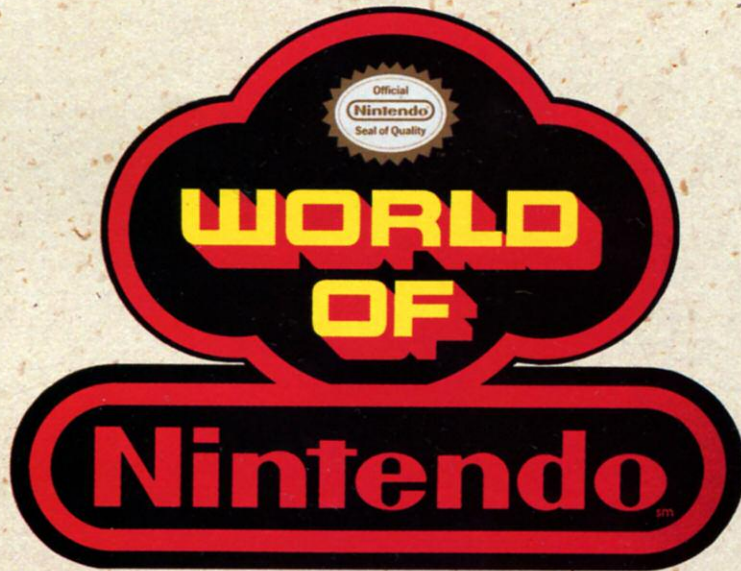
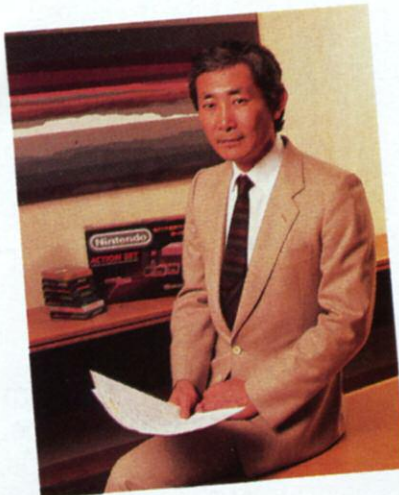


Discount Store News®

*the official
1990*



buyers guide



TO OUR RETAIL PARTNERS

Last year, thanks to our retail partners and the hottest games in the industry, Nintendo® sales rose to \$2.7 billion while the industry as a whole accounted for \$3.4 billion. But 1989 saw much more than just a sales increase.

In the second half, Game Boy™ debuted to raves from consumers. In one short Holiday season, over \$100 million worth of Game Boys flew off retail shelves, and many more could have been sold. 1990, clearly, will see a large increase in Game Boy sales.

At the same time, the NES® and its software continued to be more widely accepted as a family entertainment system providing fun, excitement and challenge to players of all ages.

And let's not forget The WORLD OF NINTENDOSM, which in one short year spread to over 5,000 storefronts across America, offering the finest in licensed merchandise to Nintendo fans everywhere and providing merchants with solid, growing margins in an ever more competitive marketplace.

This year will see similar growth, and an explosion of new products and Nintendo excitement. Already, dozens of new Game Boy titles are being prepared for market. Many new licensed products are in the works, and the wide variety of games to be introduced for the NES are the most challenging and entertaining ever.

We at Nintendo would like to take this opportunity to thank you, our retail partners, for your support through the years. Together, we have built a profitable, popular business that has not only held its own, but built in popularity over the past five years.

Our thanks, and best wishes for 1990 — and beyond!

Minoru Arakawa

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PRESENTING: NINTENDO '90

Welcome to the Official 1990 WORLD OF NINTENDOSM Buyers' Guide, the most comprehensive and up-to-date listing of officially licensed Nintendo[®] products published. This Buyers' Guide supersedes any other, containing as it does 252 dated entries and the only full and authoritative listing of Nintendo and Nintendo-licensed merchandise ever presented.

Last year, Nintendo had its most successful year ever — and introduced the most extensive merchandising program ever in the video game industry. Along with our selected licensees, Nintendo introduced some 150 new products, ranging from apparel to games to snacks.

And 1990 will see an even more aggressive campaign. The Nintendo license is now the hottest in the marketplace, and we are dedicated to producing only the finest and highest quality products — and to reviewing and updating the mix regularly, bringing our mutual customer a new look every time they enter your store.

Listed herein are all products presently available, as well as those projected for the rest of the year. Availability will be noted, where relevant.

HOW TO USE THIS GUIDE

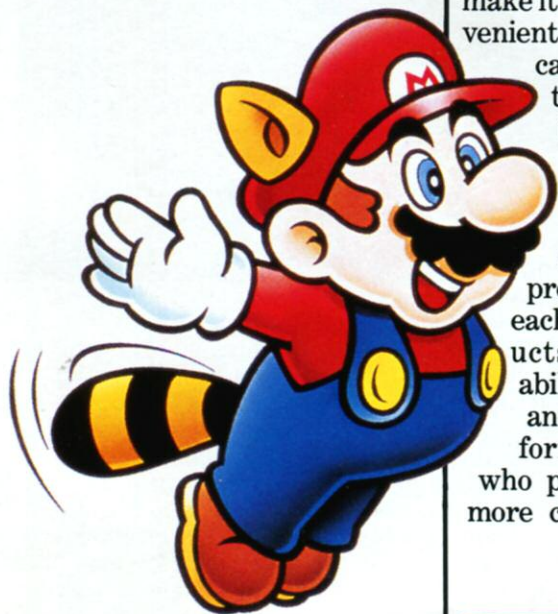
The Official 1990 Nintendo Buyers' Guide is structured to make it as easy to use and as convenient as possible. All products can be researched by one of three approaches; by type of product, by product name and by manufacturer.

Each licensee is listed alphabetically under its product line classification; each listing includes products manufactured, availability, main sales contact and mail/telephone/fax information. Manufacturers who produce items in two or more classifications are cross-

referenced for your convenience.

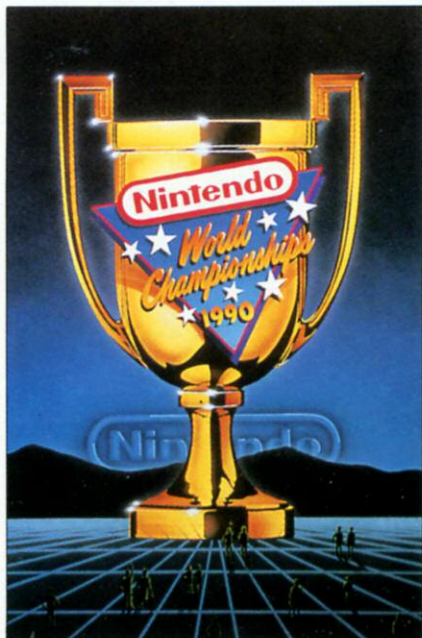
At the end of the listing, a handy index is included, listing each vendor alphabetically with appropriate page references.

We hope you enjoy and profit by The Official 1990 WORLD OF NINTENDO Buyers' Guide. With its comprehensive listings and completely up-to-date information, it is the only resource you'll need for the entire year. And with the Guide, you'll have the entire spectrum of profit-building Nintendo products at your fingertips, all year long, providing instant reference and creative merchandising ideas.



Get With It • Go Radical • Let's See

1990: THE EXCITEMENT BUILDS



Last year, Nintendo® introduced Game Boy™, one of the most exciting product launches in history. Over a million hardware units were sold in less than six months, and this year, projections call for over 5 million hardware units to be sold. At the same time, over 70 new Game Boy titles will come on the market, and some 50 software developers are developing even more exciting new games.

The excitement continues to build for the NES® as well. In a recent survey, over 90 percent of NES owners said that the system is even more fun to use now than when they first bought it, and 96 percent said that they still actively use the system.

1990 also has already seen the introduction of Super Mario Bros. 3™, sure to be an even bigger hit than the original Mario Bros. games, both of which were all-time best sellers within a year of introduction, having sold over 22 million units.

The potential for software sales has barely been tapped to date. On average, at the end of 1989, each of the 20 million households containing the NES owned only five pieces of software. By contrast, each Japanese Nintendo household, where the system has been established longer, owns 12 video software titles. Thus, the growth potential for software among our currently in stalled households is enormous, and with the continuing penetration of the market by NES hardware, it will continue to build even more.

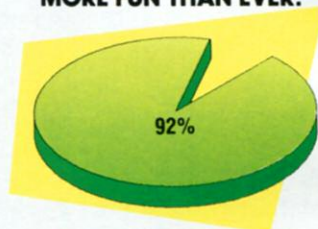
And, for the first time, Nintendo is taking its games to the people, sponsoring a multi-city competition, the Nintendo Powerfest™ or perhaps better know as the Nintendo World Championships™, that will ultimately name the best Nintendo player in the world. The tour is already underway, and the excitement will continue to build throughout the second half of 1990.

As part of the tour, fans can try out the games of the future from Nintendo and licensees on the Power Walk, building demand for new NES and Game Boy games before they hit retail shelves. While not busy playing new games, attendees

will be fascinated with Super Stage, which will provide non-stop entertainment, game counselling and much more.

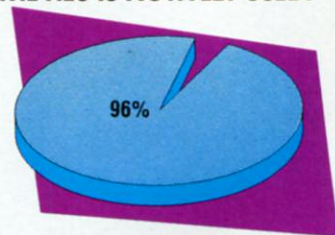
By the end of 1990, Nintendo and licensee sales will have increased by

NES GAME PLAY IS MORE FUN THAN EVER.*



% WHO SAY NES IS MORE FUN THAN WHEN PURCHASED.

THE NES IS ACTIVELY USED.*



% OF NINTENDO ENTERTAINMENT SYSTEMS STILL IN ACTIVE USE.

*1989 Tracking Study



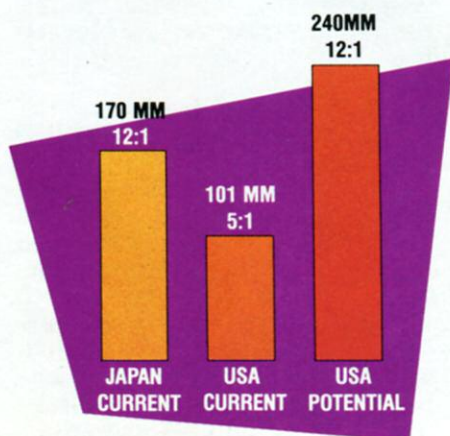
over \$1 billion over 1989, to \$4.1 billion. We have remained No. 1 in the market by introducing the most exciting games and other products, always staying one step ahead of a notoriously fickle audience.

That's possible because we keep our ear on the street. Nintendo game counsellors and consumer service representatives, for instance, are in touch with game players throughout the country each and every day, hearing firsthand what turns them on — and what doesn't.



GAME PAK SALES POTENTIAL IS ENORMOUS.

TOTAL GAME PAK SALES— SOFTWARE TO HARDWARE RATIO



Over 140,000 game players call us every week, which adds up to some 7.3 million calls a year. We're hearing the latest right from the source — the millions of Americans who play our games every day.

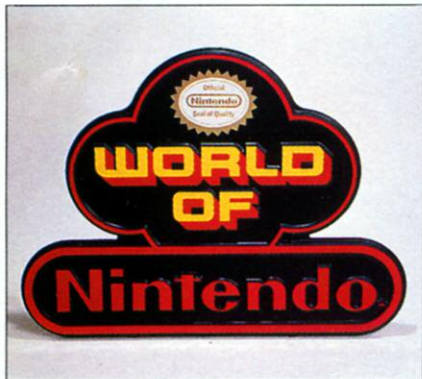
Also, Nintendo Power™, the voice of the Nintendo player, has become the fastest-growing magazine in the U.S. With a circulation of 1.5 million, Nintendo Power has become the authoritative source for the dedicated game player. In July, Nintendo Power will become a monthly publication to tap into its increasing popularity.

Through 1990, Nintendo and its licensees will introduce a record-breaking number of new, play-tested games that will continue to maintain Nintendo's position at the top of the video game industry.

And one more thought. According to warranty cards returned over the past year, the demographics of Nintendo users are changing dramatically. While male players remain the core users, increasingly, older players (particularly those in the coveted 24-35 age group) are catching Nintendo fever. Of primary NES users, over 30 percent are over 18 years old. Game Boy, which is favored by an older consumer, has only accentuated that trend. Over 40 percent of primary Game Boy users are over 18 years of age.

Nintendo products have become a part of American life. Found in over 25 percent of American homes, the NES with its ever-expanding entertainment and educational capabilities, has added a whole new dimension to family fun.

A WHOLE NEW WORLD OF MERCHANDISING SUPPORT



NES M40A WORLD OF NINTENDO LOGO HANG DISPLAY

1990 is the first year of the "POWER MERCHANDISING" decade, featuring the most comprehensive, attention-riveting in-store display program ever. Nintendo's award-winning displays and POP materials give you everything you need to make your WORLD OF NINTENDOSM the site of fast-paced profit.

New this year is Nintendo's first interactive laser video disc floor display, which will demonstrate new games at the push of a button, or play a preset "attract" program to build excitement on the sales floor. This unit, your own 24-hour-a-day Nintendo salesman, includes a high-resolution 20-inch RCA Color-Trak stereo TV, a Pioneer laser disc player and high-level game play excitement. A smaller counter-top version with a 13-inch Sony stereo TV, is also available for limited space applications. These new hands-on push button interactive displays are guaranteed to send your game sales through the roof.

We're also introducing a Super Mario Bros. 3 "talking" counter card display that grabs customer attention by speaking in Mario's own voice at the touch of a button. This colorful vacuum-formed display is also available in a non-talking form.

Also new this year is our modular in-line display program reserved for WORLD OF NINTENDO dealers only. These versatile fixtures feature a variety of display and storage possibilities and can be tailored to fit the needs of any retail environment.

For optimum merchandising of all the new Nintendo publications, including Nintendo Power magazine, the Get With It KitTM, Voyager's Nintendo Comic System and more, we're introducing a group of displays designed for top utilization of space and maximization of sales and profits.

These displays join the comprehensive POWER MERCHANDISING program, which consists of the latest and best in counter displays,

game pak browsers, banners, floor environment displays, storage units, mobiles, logo signage featuring neon, neo-neon, and fiberoptic options, and much, much more.

Early in 1989, Nintendo introduced the world's first fully coordinated, margin-building "store within a store" program — WORLD OF NINTENDO. To date, it has been an unqualified success, with over 6,000 store fronts installing



NES M90A INTERACTIVE DIMENSIONAL DEMO FLOOR DISPLAY

WORLDS since its inception.

And, WORLD OF NINTENDO has been an unqualified hit with our retail customers, building traffic, creating distinctiveness and muscling up margins at discount stores, mass merchants, toy stores, electronic and department stores. Each WORLD combines the finest in Nintendo and Nintendo-licensed products, ranging from NES and Game Boy hardware to software storage cases to baseball caps and sweat-shirts. Retailers are using the traffic and excitement of WORLD OF NINTENDO to drive customers



throughout their stores by establishing "PODS." These "PODS" feature various Nintendo and licensed products in both their traditional merchandising areas (i.e., t-shirts in the apparel department) and within the WORLD OF NINTENDO. Nintendo is introducing special signage to cross-direct customers to departments where they can find Nintendo-licensed products and from those "satellite" areas back to the WORLD.

The ultimate synergy created is explosive, as average transactions skyrocket and gross margins, spurred by high-margin goods like apparel and novelties, soar. Nintendo has developed a full line of displays, fixtures and POP installations exclusive to WORLD dealers. These pieces can accommodate all the various SKU's and turn your stores into "the" Nintendo source in your markets.



NES M191 VIDEO DISC INTERACTIVE COUNTER DISPLAY

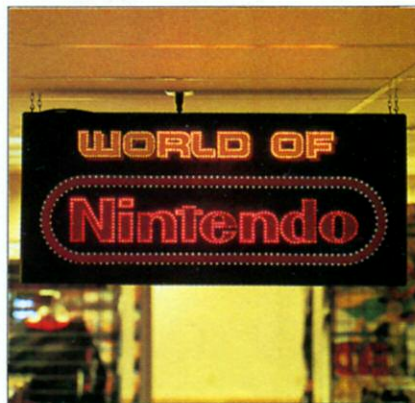
To help build consumer WORLD OF NINTENDO awareness even higher, Nintendo has created a state-of-the-art WORLD television commercial. This high-tech spot is a mix of live action and animation featuring all the hot Nintendo licensed characters, such as Mario, Luigi, Link and the Princess. The entire focus of this commercial is to drive consumers into your WORLD OF NINTENDO. Nintendo is making this spot available to WORLD retailers with a customized dealer tag at the end. Tag and airtime costs may be reimbursed through dealer advertising co-op. For details, please contact Nintendo's Advertising Department.

Dozens of the most successful retailers in the U.S. have become WORLD OF NINTENDO dealers, including leaders from every class of trade. And they've become even more successful, building sales per square foot, turns, gross margin and, ultimately, profits to new levels.

In 1990, Nintendo products will be hotter than ever. Game Boy, introduced just in time for the Holiday season last year, was the hottest gift of 1989. This year, it'll be even hotter, accounting for over \$1 billion in sales for hardware and software. The Nintendo merchandising department has a complete program designed specifically to build your Game Boy sales.

Meanwhile, the NES has continued to outperform all projections. It has become a part of American life, found in over 25 percent of American homes. And with newer, hotter, and better games hitting the market, the NES will retain its fever pitch far into the future. The Nintendo merchandising department stands ready to help you take full advantage of all the Nintendo excitement. For answers to your

merchandising questions, contact the Nintendo merchandising department or your authorized Nintendo representative.



M36A 2-SIDED FIBEROPTIC WORLD OF NINTENDO HANG DISPLAY

Nintendo displays also address an ever-increasing retailer concern: security. Our displays are designed to protect your valuable investment; storage and browser fixtures are lockable, and Nintendo merchandising representatives can provide you with valuable suggestions aimed at increasing security.



NES M50-M65—CUSTOM LAMINATED WOOD MERCHANDISING PROGRAM

This 52-page advertising supplement was written, designed and produced by Discount Store News and was sponsored and paid for by Nintendo of America, Inc. With the exception of data otherwise attributed, all facts and figures were supplied by Nintendo of America, Inc.

SOFEL

Real life game stakes with SOFEL's Wall Street Kid

Just as SOFEL Corp.'s Casino Kid challenged Nintendo players to the excitement of a fast-paced gambling casino, the company's new game Wall Street Kid tests players skills in the high stakes arena of real life finance and big business.

Unlike few games on the market, Wall Street Kid is an actual life simulation game, where players are introduced to the joys and pressures of life. The game serves not only as an entertainment form, but also as a real life learning tool.

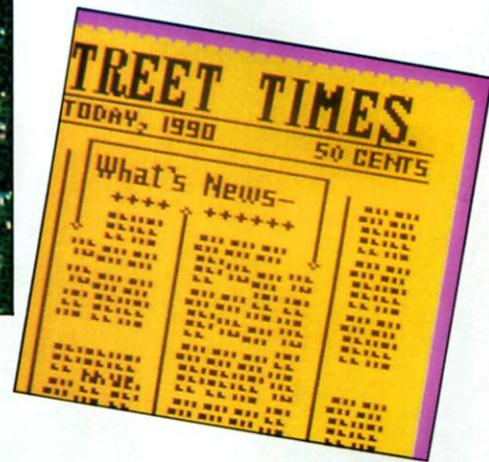
"All of our games always require brain and mind power," explained company manager of marketing and planning, Marie Atake.

Play begins as Wall Street Kid inherits unexpected money from an uncle's fortune and is then challenged to date, get married and obtain various possessions as he plays and invests in the stock market. And just like the actual market, stock values randomly change, so no two games are alike.

Not only must he invest his funds



Wall Street Kid brings the pressures, rewards and run of the high stakes stock market to Nintendo's NES.



wisely, but Wall Street Kid must also meet the demands of a family, while also taking care of his health.

Wall Street Kid appeals to a wide

range of age groups, since it's simple enough for young kids to learn, but also has subtle real life situations and challenges that interest adults.

Mission variety, strong visuals with Monster Master

More than just a puzzle game, SOFEL Corp.'s new Nintendo Game Boy title, Monster Master, brings players a varied and challenging



fantasy-adventure game.

SOFEL's first title for the Game Boy system, Monster Master is a derivation of a popular card game. Characters from the game are also featured in a comic strip in Japan.

The Nintendo version, takes players into a castle's underground maze, where they are faced with both good and evil monsters as they search for a captured princess. En route to a final battle with an all-powerful king players must assemble allies and gather useful materials.

These fierce battle scenes employ strong visual effects for added player enjoyment, and Monster Master also features more than 20 different missions for game variety.



Sofel's first Game Boy title, Monster Master, offers Nintendo players a challenging fantasy-adventure game.



Casino Kid™



Wall Street Kid™

GET READY TO DEAL.



"Casino Kid™ where skill and luck are what it takes to win."



"The non-stop casino action of the strip."



"In Wall Street Kid™, confide in the rich and powerful."



"Cruise through the life of success."

It's your turn to wheel and deal with two exciting games from SOFEL. If you like to take wild risks, Casino Kid™ and Wall Street Kid™ are your next challenge.

Take a gamble with the high stakes game Casino Kid™ where blackjack and poker skills are your tools of success. Take the upper hand as you're dealt inside tips in order to make thousands at the tables. What's wrong with a little greed?

If the fast track of Wall Street is more your speed, achieve fame and fortune in Wall Street Kid™. Deal with the stock-

market giants in this *life simulation* game. Remember, to inherit billions, invest your time and money wisely.

Now, are you ready to deal?

SOFEL™
MIND POWER



Licensed by Nintendo® for play on the

Nintendo
ENTERTAINMENT SYSTEM®



NINTENDO® SOFTWARE LICENSEES

NES

ABSOLUTE ENTERTAINMENT, INC.

251 Rock Road
P.O. Box 116
Glenn Rock, NJ 07452
201-652-1227
Contact: Garry Kitchen, James Charne
A Boy and His Blob Avail. now
Battle Tank Avail. in 1990
U.S.M.C. Harrier Avail. in 1990

ACCLAIM ENTERTAINMENT, INC.

71 Audrey Ave.
Oyster Bay, NY 11771
516-922-2400
Contact: Gregory Fischbach, Robert Holmes,
Sam Goldberg, Terry Phillips
3-D WorldRunner Avail. now
Tiger-Heli Avail. now
Star Voyager Avail. now
Winter Games Avail. now
Wizards & Warriors Avail. now
Rambo Avail. now
Othello Avail. now
WrestleMania Avail. now
Cybernoid Avail. now
Airwolf Avail. now
Ironsword/Wizards & Warriors II Avail. now
KnightRider Avail. now
Double Dragon II: The Revenge Avail. now
Destination Earth Star Avail. now
Bigfoot Avail. now
Total Recall Avail. in 1990
NARC Avail. in 1990
Swords & Serpents Avail. in 1990
Arch Rivals Avail. in 1990
The Simpsons Avail. in 1990

ACTIVISION

3885 Bohannon Dr.
Menlo Park, CA 94025
415-329-0500
Contact: John Crompton, Chris Garske
Ghostbusters Avail. now
Super Pitfall Avail. now
Predator Avail. now
Three Stooges Avail. now
Stealth ATF Avail. now
Archon Avail. now
Ghostbusters II Avail. now
Rad Gravity Avail. in 1990
Star Racers Avail. in 1990
Thunderbirds Avail. in 1990
Tombs and Treasure Avail. now
(From INFOCOM)
3885 Bohannon Dr.
Menlo Park, CA 94025
415-329-0500
Contact: John Crompton, Chris Garske

AMERICAN SAMMY CORPORATION

2421 - 205th St., Ste. D-104
Torrance, CA 90501
213-320-7167
Contact: Norman Evangelista

Twin Cobra Avail. now
Silkworm Avail. now
Arkista's Ring Avail. now
Michael Andretti's World GP Avail. now
Ultimate Basketball Avail. in 1990
Pyros Avail. in 1990
Ninja Crusaders Avail. in 1990
Ninja Taro Avail. in 1990

AMERICAN SOFTWARES CORPORATION

228 E. 45th St., 4th Fl.
New York, NY 10017
212-972-6262
Contact: Thom Kidran
Titles to be announced

AMERICAN TECHNOS, INC.

4805 S.W. Griffith Dr.
Beaverton, OR 97005
503-643-9768
Contact: Aldo Donnalioia, Greg Rice
River City Ransom Avail. now

ARCADIA SYSTEMS, INC.

18001 Cowan, Stes. A & B
Irvine, CA 92714
714-833-8710
Contact: Justin Heber
Spot Avail. in 1990
Silver Surfer Avail. in 1990

ASMIK CORPORATION OF AMERICA

50 North La Cienega Blvd.,
Ste. 201
Beverly Hills, CA 90211
213-624-2447
Contact: Marcia Mesko
Top Players Tennis Avail. now
WURM Avail. now

ASUKA TECHNOLOGIES, INC.

17145 Von Karman Ave., Ste. 110
Irvine, CA 92714
714-757-1212
Contact: John Yamamoto
Titles to be announced

BANDAI AMERICA, INC.

12851 E. 166th St.
Cerritos, CA 90701
213-926-0947
Contact: Mark Tsuji
Galaga Avail. now
Bandai Golf, Challenge Pebble Beach Avail. now
Monster Party Avail. now
Shooting Range (For use with Zapper) Avail. now
Athletic World (For use with Power Pad) Avail. now
Dig Dug 2 Avail. now
Dynowarz Avail. now
Gilligan's Island Avail. now
Dragon Spirit Avail. now
Dick Tracy Avail. in 1990
Frankenstein Avail. in 1990

BRODERBUND SOFTWARE, INC.

17 Paul Dr.
San Rafael, CA 94903
415-492-3200
Contact: Ed Bernstein, Cynthia Wuthmann
Legacy of the Wizard Avail. now
The Guardian Legend Avail. now
Battle of Olympus Avail. now
Dusty Diamond's All-Star Softball Avail. in 1990
U-Force Power Games Avail. in 1990

BULLET-PROOF SOFTWARE

8337 154th Ave. N.E.
Redmond, WA 98052
206-861-9200
Contact: Michelle Payne
Hatrix Avail. in 1990
Pipe Dream Avail. in 1990

CAPCOM USA, INC.

3303 Scott Blvd.
Santa Clara, CA 95054
408-727-0400
Contact: Joseph P. Morici
Commando Avail. now
Ghosts 'N Goblins Avail. now
Mickey Mousecapade Avail. now
1942 Avail. now
1943 Avail. now
Bionic Commando Avail. now
Mega Man Avail. now
Mega Man 2 Avail. now
Strider Avail. now
Willow Avail. now
Code Name: Viper Avail. now
Ducktales Avail. now
Rescue Rangers Avail. now
Adventures in the Magic Kingdom Avail. now
California Raisins Avail. in 1990
Street Fighter 2010: The Final Fight Avail. in 1990
Litte Nemo: The Dream Master Avail. in 1990
Lord of Lightning Avail. in 1990
Noid Game Avail. in 1990
Megan Man 3 Avail. in 1990

CSG IMAGESOFT, INC.

9200 Sunset Blvd, Ste. 820
Los Angeles, CA 90069
213-858-3777
Contact: Hiroaki Ishikawa, Ken Bronstad
Super Dodge Ball Avail. now
Solstice Avail. in 1990
Dragon's Lair Avail. in 1990

CULTURE BRAIN USA, INC.

15315 N.E. 90th St.
Redmond, WA 98052
206-882-2339
Contact: Jim Steen
Kung-Fu Heroes Avail. now
Flying Dragon Avail. now
The Magic of Scheherazade Avail. now
Baseball Simulator 1.000 Avail. now
Flying Dragon II Avail. in 1990
Flying Dragon III Avail. in 1990
Magic of Scheherazade II Avail. in 1990
Star Stingray Avail. in 1990

ASMIK
Corporation of America

Boomer success propels Asmik growth

Boomer may only be a large-eyed young dinosaur out to save the pre-historic world, but he is fast becoming a hit in Boomer's Adventure in Asmik World for play on Nintendo's Game Boy.

Introduced in April by Asmik Corp. of America, the game is the company's first for Game Boy and it provides the thrill of action and adventure along with the fun of a puzzle.

One of the initial software packs available for Game Boy, Boomer allows for individual play or simultaneous play between two people with the use of a video link. The dual play allows one person to control Boomer's actions, while another person maneuvers the dinosaur's companion Boomerette.

Boomer's has already become so popular that Asmik is now also looking at licensing the dinosaur logo for use on sportswear and toys, according to company national sales manager Marci Mesko. Boomer is indeed so popular, that Asmik uses the young dinosaur as part of the company logo.

Asmik's first U.S. title for NES, Top Player's Tennis, has also been well-received since its introduction in January. Interest and initial orders for both Top Player's Tennis and Boomer's Adventure in Asmik World have been so extensive, in fact, that Asmik recently moved to a larger headquarters in order to accommodate its growing business and staff.

The company, which is backed by Asmik Corp. of Japan and Sumitomo Corp., is also introducing several new Nintendo games during the upcoming third quarter.

For NES, Asmik is unveiling Wurm. The game targets the core Nintendo player with an underground search and rescue plot set in 1999. Players help lead character Moby navigate through diverse terrain and past furious and nearly full-screen monsters in her dual-purpose vehicle that features both a floating mechanism and a drilling device.

In addition to quick action, Wurm also offers role playing by allowing players to help Moby decipher the advice of her crew.

For Game Boy, Asmik is set to introduce Catrap. Two children, turned into cats by an evil monster, are now striving to reverse the curse and return to their original form by

deciphering 100 puzzles.

Catrap provides players with a new feature—reverse action, which allows for the reversal of any or all past moves.



Just introduced this year, Boomer's Adventure in Asmik World is already fast becoming a Game Boy software pack favorite.

Asmik's upcoming NES game Wurm leads players through a mysterious and futuristic underground search and rescue plot.

NEXOFT™

NEXOFT CORPORATION

Nexoft offers the next step in Nintendo entertainment

Nexoft Corporation has its sights on the future of Nintendo entertainment. The company is looking at what is innovative, fun and exciting now and in the years ahead.

This future-oriented outlook applies to Nexoft's entire line of Nintendo products, which all offer the ultimate in play value, features and sophistication.

"We pride ourselves on our quality and uniqueness," explained Clifford Slobod, Nexoft's managing director of sales and marketing.

Nexoft's position and expertise is not surprising, since the company is the U.S. subsidiary of Japan's ASCII Corporation. The parent company, with \$200 million in annual sales, has a diverse and extensive

background that includes custom chip and software development for personal computers, publication of over 20 magazines, satellite communications, and video game and accessory development.

Nexoft's specialization includes both video games and accessories. In the game arena, Nexoft covers Nintendo's NES and Game Boy (GB) markets with challenging titles like Castlequest (NES), Wizardry (NES) and Penguin Wars (GB), and the soon to be released titles Ishido (GB) and Faria (NES).

The company's accessory line includes the technologically advanced Dominator Series, featuring the infrared wireless remote Master Control performance joystick and

ProBeam light gun.

The company has also just introduced its Game Boy Portable Carry-All. Nintendo projects five million Game Boy systems will be sold by year-end and these players will be looking for quality carrying cases.

Introduced in May, Nexoft's Carry-All has already received tremendous market response. Specifically designed for Nintendo's Game Boy system, the case is made of durable high impact plastic in a stylish and high tech design that is appropriate for players of all ages.

Nexoft's Carry-All holds and protects Game Boy, five games, stereo headphones and video link-up cable. The Carry-All is also equipped with an adjustable shoulder strap.

Dominator Series expands Nintendo play value, excitement



The Dominator Series, featuring Master Control and ProBeam, provides Nintendo enthusiasts with the ultimate in infrared wireless game accessories.

Today's Nintendo players want accessories with new and exciting play value.

Designed specifically for this requirement is Nexoft Corporation's Dominator Series, featuring the Master Control and the ProBeam. Created with custom chip technology, both accessories offer infrared wireless remote game playing capabilities and instantaneous response.

The Master Control has the ultimate easy-grip joy stick, plus such features as a turbo and slow action controls. The Master Control also includes multiple plug-in ports so players can turn any Nintendo accessory into a wireless remote, providing added play value. The system also offers two-player compatibility.

Nexoft's ProBeam is futuristically styled with a smooth, fast action trigger, functional scope and multiple-user compatibility. The wireless remote laser beam gun shoots up to 25 feet away, while still providing immediate response and accurate scoring.

WARNING:

VIDEO GAME GENERAL'S WARNING:
Wizardry® is for Serious Game Players
Only. Guaranteed to Stretch the Limits
of Your Imagination.

Period.

Wizardry®

PROVING GROUNDS OF THE MAD OVERLORD
A Fantasy Role-Playing Simulation

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All Rights Reserved.

LICENSED BY NINTENDO®
FOR PLAY ON THE



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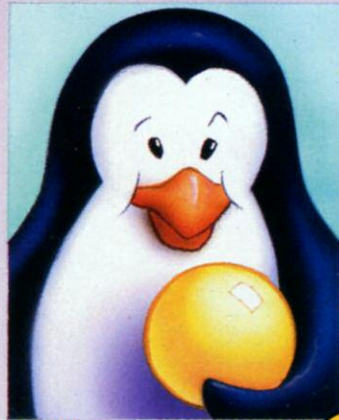
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WANTED:

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PENGUIN WARS™

These guys
were last
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COMICAL COW



ROMPING RABBIT

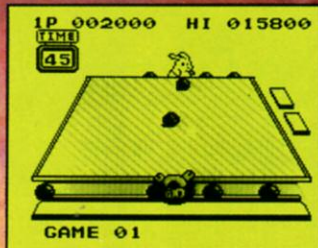


RAMBUNCTIOUS
RAT



BOISTEROUS
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Nintendo GAME BOY.



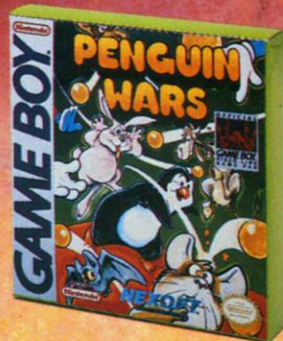
Get knocked down by your opponent's ball and try your best to get back on your feet again!

Defend Yourself!!! Their goal is to roll as many balls to the opposite end of the court! They will try to knock you over and keep you down! They are amusing and comical, yet they will stop at nothing to be the champs! Battle them in the world of PENGUIN WARS!

Coming soon for your Game Boy™



The Way of Stones



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NEXOFT™
NEXOFT CORPORATION

Nexoft creates innovative, fun Nintendo titles

Nexoft Corporation, the video game and accessory company, is bringing four new innovative games to the market this year that are sure to generate both enthusiasm and loyalty as they stretch the limits of game playing excitement.

Following last year's release of Nexoft's successful game Castlequest, the company is now introducing new NES and Game Boy titles.



Nexoft's soon to be released Game Boy title *Ishido* offers a challenging strategy game for one or two players.

Wizardry — Proving Grounds of the Mad Overlord brings NES players an epic RPG adventure set in a ten-level, three dimensional maze.

Unlike other RPG titles, *Wizardry* is non-linear, so there is no one right solution. Just as in real life, challenges, problems and their solutions are varied and unpredictable.

Also due out this summer is Nexoft's *Penguin Wars* for Game Boy. The arcade action game provides fun, excitement and laughs for players of all ages as they try to roll balls and knock down comical animal characters without getting knocked down themselves.

This fall, Nexoft debuts its second Game Boy title, *Ishido - The Way of Stones*. Based on an ancient puzzle game, *Ishido* challenges players to a thought-provoking and strategic challenge.

Also in the fall Nexoft will introduce, for NES players, *Faria - A World of Mystery & Danger*. Set in a mystical and magical kingdom, this graphic adventure game pits players against the Evil Wizard Zill as they try to rescue a kidnapped princess and help release a knight from a transformation spell.

Nexoft brings Super Mario Bros.™, Teenage Mutant Ninja Turtles to card market

Nexoft Corporation's greeting card division is now offering retailers two of the hottest licensed properties in the kids market — Super Mario Bros. and Teenage Mutant Ninja Turtles.

The two well-recognized properties bring excitement and newness to the greeting card market, particularly in the often overlooked young boys' segment of the business.

Available at retail for only a few months, both lines are already "doing very well," according to Nexoft managing director of sales and marketing Clifford Slobod.

To meet the needs of varied retailers, from card stores to toy shops to discounters, Nexoft is offering different sizes and diverse price points. Each line is also available in two styles: gift and mass market. And to cover a broad range of greeting card needs, Nexoft's collection includes 84 Super Mario Bros. designs and 84 Teenage Mutant Ninja Turtle designs.

Merchandising of the cards can be done on either free-standing spinner racks or power panel inserts on gondola endcaps.

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Game Boy and Cartridges not included.

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Step Into Success!



We recognize Hal America's success depends upon your success. We are committed to providing the *Policy, Promotion, and Products* that assure a mutually successful business in the video game market.

While other companies are cutting back, we have expanded our professional sales and marketing staff to better service our accounts. We have implemented aggressive new marketing programs to ensure a very brief stopover for our titles on your retail shelves.

Our latest NES title, *Vegas Dream*, and our first Game Boy title, *Revenge of the Gator*, are proven successes across the country among a broad age group.

Come by our booth at CES for the latest details of our television campaign, PR program, and new title releases.

Hal America will be more than a market survivor in 1990; Hal America will be a market leader throughout the decade.



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SETA

SETA U.S.A., INC.

Seta supports Nintendo games with extensive advertising

Official Nintendo game software licensee Seta U.S.A., Inc. "wants to help the retailer move the merchandise through to the end user" emphasizes company director of marketing, Traci McCarty, "so Seta complements its growing product line with strong distribution and advertising support."

Currently Seta has both Nintendo NES games and a Game Boy title on

the market. Released last October was Seta's "Adventures of Tom Sawyer" for NES, which was followed this spring by "Q Billion" for Game Boy and "Castle of Dragon" for NES. This fall the company expects to release "Formula 1, Built to Win" for NES and "Popeye" for Game Boy.

To help convey the excitement of its games to retailers, Seta supplies

its vast distribution network with lively video tapes featuring game highlights. This allows buyers to evaluate the overwhelming depth of play that may often take weeks of play to review.

Seta also backs its Nintendo games with extensive advertising, with about a third of the company's net income devoted to consumer magazine ads, local area co-op advertising, trade shows and end user promotions.

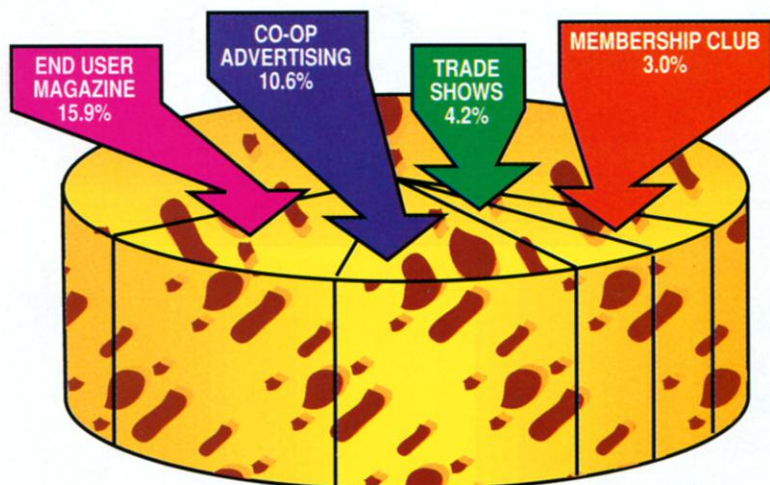
This latter area is a growing one for Seta, as it just recently introduced its Q Billion Club to help support all of its Nintendo games. In addition to free promotional items, club members receive information on both the company and the games. Through the club, Seta also sponsors special contests, some of which are tied into school studies in order to reward kids for good grades. Seta also works directly with many schools, supplying them with both special promotions and games.

In business for nearly two years, Seta U.S.A. is a subsidiary of Japan's Seta Co., Ltd., one of the largest research and development firms in that country for the past 20 years. Seta Co. produces home use and coin-op game software for companies like Taito and Romstar, and designs custom computer chips and software programs for both medical equipment and industrial robots.

While this vast background supports much of Seta U.S.A.'s efforts, the American division directs the production of its Nintendo games software and produces packaging art at the company's research and development center in Las Vegas. This division insures the suitability of all its products for the American market.

The subsidiary's work on Nintendo games is headed by Tom Shizuma, executive vice president and chief operations officer. Shizuma brings to the job both extensive management experience in both manufacturing and arcade operations.

Seta U.S.A. spends well over 30 percent of its net income on support advertising for its Nintendo games.

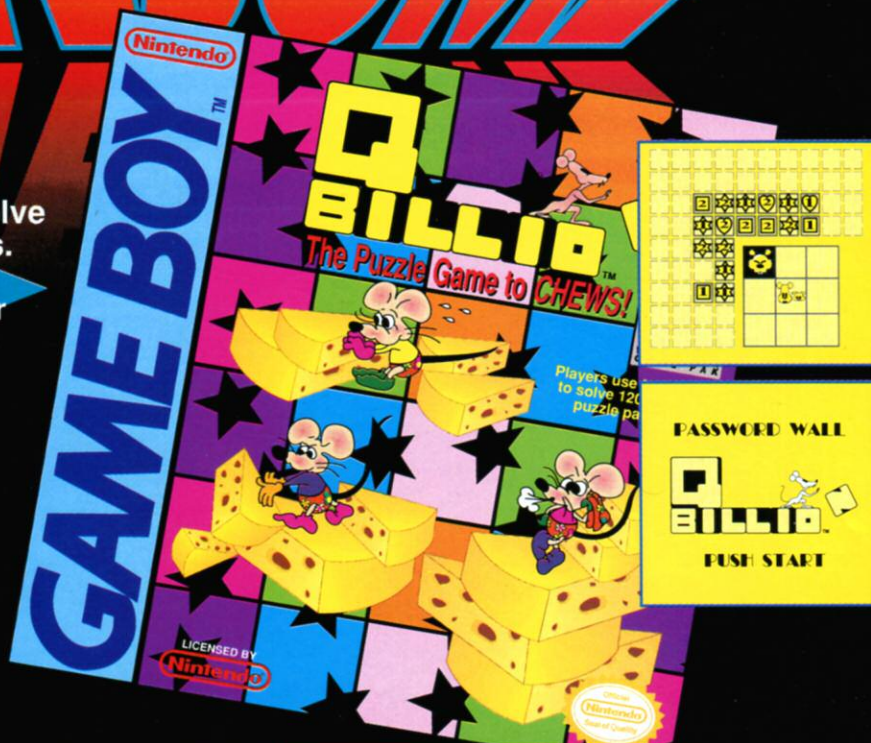


AWESOME

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SETA
SETA U.S.A., INC.



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CASTLE of DRAGON

Princess Amorena has been carried away by the evil offspring of Darklarza The Dragon Master. Geraden, Duke of Menlary, needs your help to defeat the hideous legions of the undead to secure the instruments of Darklarza's demise!



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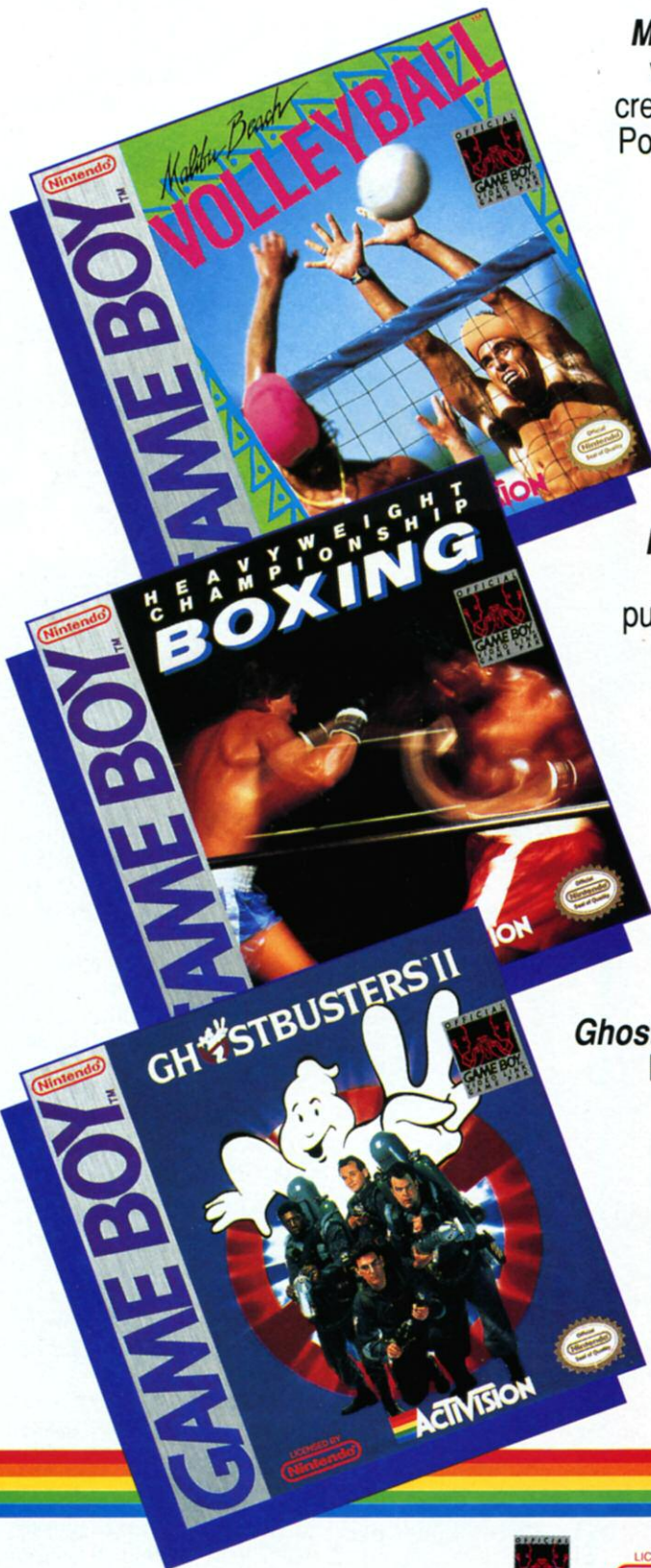
How Many Games Do You Own? GAMEBOY NES

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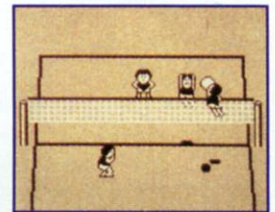
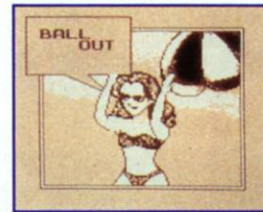
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GAME BOY IS *HOT!*

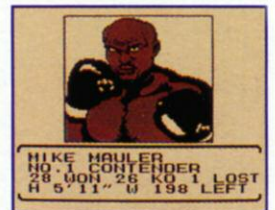
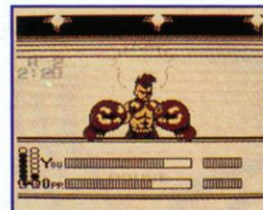
AND ACTIVISION TURNS UP THE HEAT



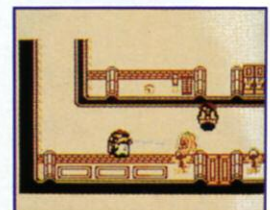
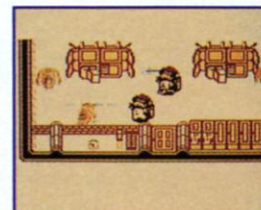
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Best Game Boy Graphics Ever!



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ACTIVISION



TAITO™

THE ONLY GAME IN TOWN.™

Taito expertise, marketing promotions propel Nintendo titles

"In the 1990's, a video game's success is dependent on an innovative approach to marketing," according to Taito Software Inc. president Alan Fetzer. And at Taito, this tact has indeed been taken for the company's current Nintendo hit the Wrath of the Black Manta.

Released earlier this year, the game is already fast becoming a

Yo," which was successfully launched last fall.

While the company's promotions grab initial attention, the sophisticated and high-quality Taito games themselves further the titles' popularity.

Many of these games are not only action-packed, but they also include cultural value, whereby good tri-

of-the-art technology with today's headlines to heighten player interest and increase entertainment value," according to the company.

Working with Nintendo since 1987, Taito is currently one of the largest Nintendo game producers for both the NES and Game Boy systems, with a staff of some 62 people in the U.S and Canada. Taito also has a 33 person research and development team—one of the largest in America, according to Fetzer.

The company's background includes the development of home video and arcade games, including the blockbuster hit of the late '70's, Space Invaders.

Taito is now set to release several new Nintendo and Game Boy titles later this year.

Taito's NES titles include Dungeon Magic and Indiana Jones and the Last Crusade. Based on the largest worldwide grossing movie of 1989, Indiana Jones and the Last Crusade takes players outside the realm of traditional arcade games and gives them the complexity, action and depth of a movie.

As Indiana Jones, players attempt to rescue friends and retrieve archaeological relics. Unlike most NES games, Indiana Jones and the Last Crusade is not linear. Instead, it has different paths and stories to follow, as players are challenged by their own ability to handle both action adventure and mental puzzles.

With the movie's great name recognition and following, Taito's Indiana Jones and the Last Crusade for Nintendo is destined to be another action-packed hit for NES.

For the Game Boy system Taito is introducing Filpull and a video game version of Space Invaders this year.

Just like the original arcade game, Space Invaders will challenge players to use their high-speed laser weaponry against an army of aliens and flying saucers. The game also includes nine levels and stereo sound, and can be used alone or with a friend with the use of a video link.

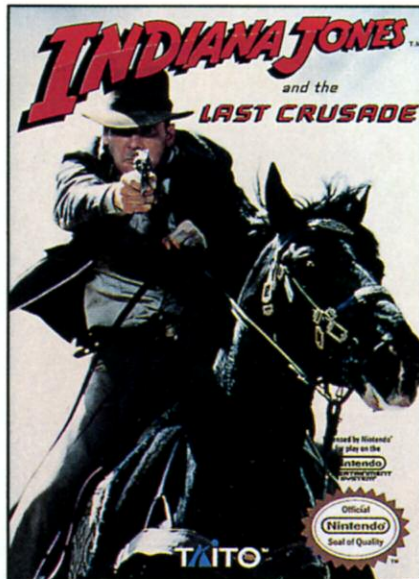


Taito is supporting its hot 1990 NES title, the Wrath of the Black Manta, with a nationwide promotion and sweepstakes campaign.

Nintendo favorite with the help of an aggressive multimillion dollar nationwide promotion that uses network and cable television stations, plus print advertising.

The marketing effort includes a sweepstakes drawing, with the grand prize featuring a \$5,000 shopping spree at the store of his choice. To enter, kids call an 800 phone number, which also then supplies Taito with a consumer base for future direct mail advertising.

This promotion follows the company's first national consumer program, "Say Rap, Say Taito, Say



Due out later this year is Taito's introduction of the video game version of '89's worldwide top grossing movie, Indiana Jones and the Last Crusade.

umphs over evil. In the Black Manta, players help the self-styled ninja use his talents to track and overcome vicious drug lords.

Each progressive level of play includes advanced graphics and sound effects to provide added dimension to the hunt for clues. As the Black Manta tracks criminals down throughout the world, he also develops increased mental and physical strength.

Although many video games are loosely based on real life themes, Taito's Wrath of the Black Manta goes a step further by "joining state-

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NES

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1350 Bayshore Hwy.
Burlingame, CA 94010
415-348-0200
415-348-0500 (User Support)
Contact: Seinosuke Fukui, Shannon Croak
Nobunaga's Ambition Avail. now
Romance of the Three Kingdoms Avail. now
Genghis Kahn Avail. now
Bandit Kings of Ancient China Avail. in 1990

KONAMI, INC.

900 Deerfield Pkwy.
Buffalo Grove, IL 60089-4570
708-215-5100
Contact: Emil Heidkamp
Castlevania Avail. now
Goonies II Avail. now
Double Dribble Avail. now
Contra Avail. now
Simon's Quest Avail. now
Blades of Steel Avail. now
Track & Field II Avail. now
Adventures of Bayou Billy Avail. now
Super C Avail. now
Jack Nicklaus' 18 Greatest Holes of Major
Championship Golf Avail. now
Top Gun: The Second Mission Avail. now
Bill Elliott's NASCAR Challenge Avail. in 1990
Castlevania III Dracula's Curse Avail. in 1990
Lone Ranger Avail. in 1990

LJN, LTD.

1 Spring St.
Oyster Bay, NY 11771
516-922-2428
Contact: Gregory Fischbach, Robert Holmes, Sam
Goldberg, Terry Phillips
Karate Kid Avail. now
T & C Wood & Water Rage Avail. now
Major League Baseball Avail. now
Gotcha Avail. now
Jaws Avail. now
Friday the 13th Avail. now
Who Framed Roger Rabbit Avail. now
Marvel's X-Men Avail. now
NFL Football Avail. now
Back to the Future Avail. now
Nightmare on Elm Street Avail. in 1990
Pictionary Avail. in 1990
Back to the Future II/III Avail. in 1990
Beetlejuice Avail. in 1990
The Punisher Avail. in 1990
Bill & Ted's Excellent Adventure Avail. in 1990

MATCHBOX TOYS (USA), LTD.

6100 Green Valley Dr., Ste. 220
Bloomington, MN 55438
612-832-0167
Contact: Bruce Lowry
Matchbox Racers Avail. in 1990

MATTEL, INC.

5150 Rosecrans Ave.
Hawthorne, CA 90250
213-978-5150
Contact: Roman Fuentesvilla, Howard Beech
Bad Street Brawler Avail. now
Super Glove Ball Avail. in 1990

MELDAC OF AMERICA, INC.

1801 Century Park E., Ste. 2210
Los Angeles, CA 90067
213-286-7040
Contact: Suet Sekizawa, Robert Leitgeb
Samurai Conflict Avail. in 1990

MILTON BRADLEY COMPANY

443 Shaker Rd.
E. Longmeadow, MA 01028
413-525-6411
Contact: John Puffer
California Games Avail. now
Marble Madness Avail. now
Jordan vs. Bird:
One-on-One Avail. now
Abadox Avail. in 1990
Captain Skyhawk Avail. in 1990
Cabal Avail. in 1990
Time Lord Avail. in 1990

MINDSCAPE, INC.

19808 Nordhoff Place
Chatsworth, CA 91311
818-885-9000
Contact: Roger M. Buoy
Paperboy Avail. now
720° Avail. now
Infiltrator Avail. now
Roadblasters Avail. now
The Last Starfighter Avail. now
Mad Max Avail. in 1990
Dirty Harry - The War Against Drugs Avail. in 1990
M.U.L.E. Avail. in 1990
Days of Thunder Avail. in 1990
Loopz Avail. in 1990
Gauntlet II Avail. in 1990
Bruce Lee Lives Avail. in 1990
Conan - The Mysteries of Time Avail. in 1990

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1234A Howard Ave.
Burlingame, CA 94010
Contact: Jim H. Yajima
Titles to be announced

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714-373-2072,
714-373-2054 Game Counseling
Contact: Cliff Slobod, Suzan Kishiyama,
Michael Rothman
Castlequest Avail. now
Wizardry Avail. in 1990
Faria Avail. in 1990

NTVIC

50 Rockefeller Plaza, Ste. 940
New York, NY 10020
212-489-8390
Contact: Yasuo Ema, Elyse Rabinowitz
Rock 'n' Ball Avail. now
Isolated Warrior Avail. in 1990

PARKER BROTHERS

50 Dunham Rd.
Beverly, MA 01915
508-927-7600
Contact: George Fox
Heavy Shreddin' Avail. in 1990
Drac's Night Out Avail. in 1990

ROMSTAR, INC.

228 Lockness Ave.
Torrance, CA 90501
213-539-5283
Contact: Joyce Kaehler
Championship Bowling Avail. now
Rally Bike Avail. now

SETA USA, INC.

105 E. Reno Ave., Ste. 22
Las Vegas, NV 89119
702-795-7996
Contact: Traci McCarty
Adventures of Tom Sawyer Avail. now
Castle of Dragon Avail. now
Formula 1 - Built to Win Avail. in 1990

SNK CORPORATION OF AMERICA

246 Sobrante Way
Sunnyvale, CA 94086
408-736-8844
Contact: Linda Lavin, Sherril Vann
Lee Travino's Fighting Golf Avail. now
Guerrilla War Avail. now
Baseball Stars Avail. now
Iron Tank Avail. now
Mechanized Attack Avail. in 1990
Little League Baseball: Championship
Series Avail. in 1990
Crystalis Avail. in 1990

SOFEL CORPORATION

1333 Ocean Ave., Ste. B
Santa Monica, CA 90401
213-458-3916
Contact: Marie Atake
Casino Kid Avail. now
Wall Street Kid Avail. in 1990

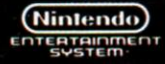
SQUARE SOFT, INC.

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Redmond, WA 98052
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Contact: Dennis Cloutier
Rad Racer II Avail. now

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Bullet-Proof Software games challenge, stimulate Nintendo players

Many of today's sophisticated and discriminating Nintendo players are looking for something more than the typical shoot 'em up and strictly reflex-oriented games.

Realizing this trend, Bullet-Proof Software, Inc. has drawn its niche as a publisher of challenging and stimulating games.

"We're striving to offer intelligent games for intelligent game players," explained company vice president

of sales David Irons.

Indeed, the first two titles the company will unveil this year, Pipe Dream and Hatris, are action strategy games that are both fun and easy to learn, and thought-provoking and challenging. As officially licensed Nintendo games, both will be available for NES and Game Boy.

Pipe Dream and Hatris challenge the mind and "offer much more than just a test of nerves," Irons said.

Bullet-Proof's Pipe Dream is a fast-playing game of skill and strategy. Designed by Lucasfilm Games, Pipe Dream is easy to learn, yet tough to master. Players must carefully but quickly place plumbing parts together to form a pipeline before the flood gates open and send forth a flow of flooz.

Destined to become another game favorite, Bullet-Proof's Hatris was created by Alexey Pajitnov, the same designer that invented Tetris*. Like Tetris, Hatris requires thoughtful planning and quick action as six different styles of hat slide down the screen in pairs.

Players can either move the hats together or maneuver them individually. The object of the game is to arrange the same hat style in stacks of five in order to make them disappear and provide more screen room, maneuverability and points. The constructive game becomes increasingly difficult as play continues, and just as difficult to put down.

While Pipe Dream and Hatris represent the first U.S. titles for Bullet-Proof, the company is no stranger to the entertainment software market. The parent company was formed to market the hugely successful and first ever role playing game (RPG), Black Onyx, created by BPS Japan founder Henk Rogers in 1983.

Now as a division office, based in Redmond, Washington, Bullet-Proof is looking to capitalize on the growing interest in game software in the U.S. At the same time, parent company BPS has continued its strong market position with the distribution of other software products like Tetris in Japan.

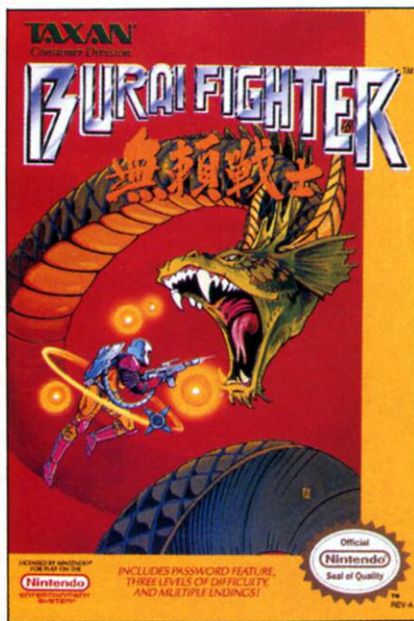


Bullet-Proof Software's Pipe Dream challenges players to piece together a plumbing pipeline before a flow of flooz sinks them in soggy sewage.

*™ and © 1987 V/O Electronorgtechnica (Elorg). Tetris is licensed to Nintendo. © 1989 Nintendo. All rights reserved. Original concept, design and program by Alexey Pazhitnov.

TAXAN

Taxan brings G.I. Joe, other hot new titles to Nintendo



Taxan USA Corp. is starting the new decade with a powerful collection of new Nintendo games, including the launch of a sure favorite, G.I. Joe.

Already one of the leading Nintendo game software licensees, Taxan's other new titles this year include 8-Eyes, Burai Fighter, Putt Master, Serpent and Low G Man.

Set for a third quarter introduction, Low G Man is sure to be the most popular Taxan title for NES to date. The game requires players to help Low G Man fight through hostile territory on a robot producing planet,

Burai Fighter, Taxan's action adventure game for NES, features huge bosses, powerful weapons, hidden rooms and a unique shooting ability.

where evil aliens have taken over and are threatening the destruction of the human race.

As he tries to save the galaxy, Low G Man can capture enemy weapons and possessions, including a spider vehicle that can crawl on ceilings. He can also power up and jump one and three quarter screens high, while also taking advantage of hidden rooms and levels.

Yet Low G Man must be quick in this fast-paced action adventure, since some bosses are two screens wide by two screens tall. The game features seventeen stages, multiple quests and top graphics for long term enjoyment.

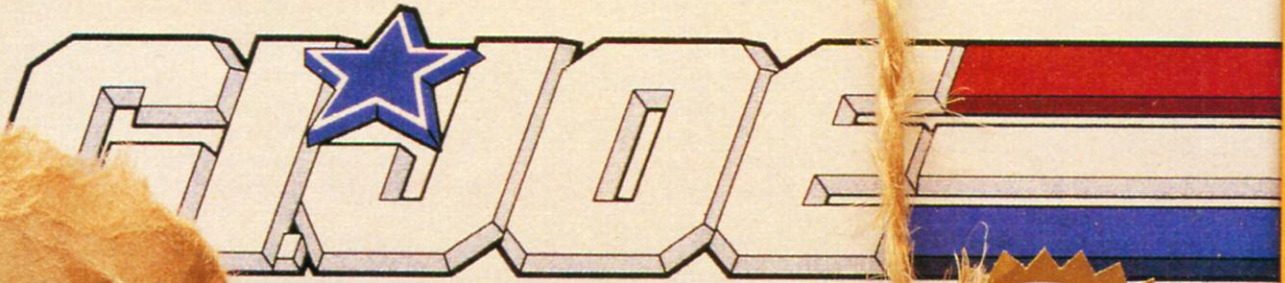
Also set to debut in the third quarter is Taxan's Game Boy title Serpent. Easy to learn, but complicated to master, Serpent is a fun-filled and active game that requires quick thinking and fast reflexes. The game features two modes, with four levels, and can be played against the computer or another player with the use of a video link.

G.I. Joe is destined to become one of Taxan's all-time Nintendo game hits. Through a licensing agreement with Hasbro, Inc., the creators of G.I. Joe, Taxan will introduce the action figure favorites to the NES screen. The game will feature a three megabit configuration, multiple quests, multiple difficulty levels, and several endings.

"G.I. Joe, the game, finally brings the hottest name in boys toys to the NES," explained Celine Cebedo, Taxan's marketing coordinator. While the G.I. Joe brand name possesses substantial consumer awareness, Taxan will support the game's release with distributor and retailer programs, along with spot and national television advertising. The release date will be announced soon.



Taxan's Low G Man, lets players face an evil race of aliens on a robot producing planet in the Orion sector.



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G.I. Joe, The Action Figure Favorite, is Now Licensed for NES.

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As an original NES licensee, TAXAN has continued to design and market original/fast selling titles. For 1990 we've brought out Burai Fighter and 8 Eyes, action/adventure games.

In the months to come you'll see Putt Master Tour and Low G Man, along with some surprises for Gameboy.

Strong Advertising Support.

When you carry the TAXAN Consumer Product line, you can count on heavy cable and national T.V., aggressive Co-op, direct mail, powerful in-store

promotions and public relations support. Our commitment to the dealer channel is the driving force behind our well-funded marketing programs.

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There are only two ways to join the TAXAN team, enlist now or be drafted by your customers to carry the hottest line available.

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Consumer Division

NINTENDO® SOFTWARE LICENSEES

NES

SUNSOFT

11165 Knott Ave.
Cypress, CA 90630
714-891-4500
Contact: Yoshi Homma, Bob Bernstein, Rita Zimmerer
Blaster Master Avail. now
Fester's Quest Avail. now
Batman Avail. now
Journey to Silius Avail. in 1990
Gremlins II Avail. in 1990

TAITO SOFTWARE, INC.

267 W. Esplanade
N. Vancouver, B.C.
V7M 1A5
604-984-3344
Contact: Alan K. Fetzer
Bubble Bobble Avail. now
Operation Wolf Avail. now
Sky Shark Avail. now
Demon Sword Avail. now
Wrath of the Black Manta Avail. now
Target: Renegade Avail. now
Dungeon Magic Avail. in 1990
Indiana Jones and the Last Crusade Avail. in 1990
New Zealand Story Avail. in 1990
Qix Avail. in 1990

TAXAN USA CORPORATION

162 Nortech Pkwy.
San Jose, CA 95134
408-946-3400
Contact: Hide Irie, Mauricio Polack
Mappy Land Avail. now
8-Eyes Avail. now
Burai Fighter Avail. now
Low G Man Avail. in 1990
PuttMaster Avail. in 1990
G.I. Joe Avail. in 1990

TECMO, INC.

Victoria Business Park
18005 S. Adria Maru Lane
Carson, CA 90746
213-329-5880
Contact: Ken Nakata, Dimitri Criona
Tecmo Bowl Avail. now
Ninja Gaiden Avail. now
Tecmo World Wrestling Avail. now
Bad News Baseball Avail. now
Ninja Gaiden II Avail. now

T.H.Q., INC.

5000 N. Pkwy., Calabasas,
Ste. 305
Calabasas, CA 91302
818-591-1310
Contact: John Bevilacqua
Titles to be announced

TOHO CO., LTD

2049 Century Park E.,
Ste. 490
Los Angeles, CA 90067
213-277-1081
Contact: Saturo Terada, Shozo Watanabe
Godzilla Avail. now
Circus Caper Avail. in 1990

TRADEWEST, INC.

P.O. Box 1796, 2400 S. Hwy. 75
Corsicana, TX 75110
214-874-2683
Contact: Shirley Carr
Double Dragon Avail. now
John Elway's Quarterback Avail. now
Taboo Avail. now
Magic Johnson's Fastbreak Avail. now
Super Off Road Avail. now
Solar Jetman Avail. in 1990

ULTRA SOFTWARE CORPORATION

900 Deerfield Pkwy.
Buffalo Grove, IL 60089
708-215-5100
Contact: Emil Heidkamp
Teenage Mutant Ninja Turtles Avail. now
Defender of the Crown Avail. now
Silent Service Avail. now
Kings of the Beach Avail. now
Mission Impossible Avail. now
Snake's Revenge Avail. now
TMNTII Avail. in 1990
Rollergames Avail. in 1990
Pirates! Avail. in 1990
Ski or Die Avail. in 1990

VIC TOKAI, INC.

22904 Lockness Ave.
Torrance, CA 90501
213-326-8880
Contact: Yosuke Soga, Leonard Garcia
Golgo 13 Avail. now
Clash at Demon Head Avail. now
All Pro Basketball Avail. now
Terra Cresta Avail. now
Kid Kool Avail. now
Conflict Avail. in 1990
The Mafat Conspiracy Avail. in 1990
Sea Dog Avail. in 1990

GAME BOY

ACCLAIM ENTERTAINMENT, INC.

71 Audrey Ave.
Oyster Bay, NY 11771
516-922-2400
Contact: Gregory Fischbach,
Robert Holmes, Sam Gold-
berg, Terry Phillips
Kwirk Avail. now
Fortress of Fear/Wizards &
Warriors X Avail. in 1990
WWF Superstars Avail. in 1990

ACTIVISION

3885 Bohannon Dr.
Menlo Park, CA 94025
415-329-0500
Contact: John Crompton,
Chris Garske
Malibu Beach Volleyball Avail. now
Heavyweight Championship
Boxing Avail. in 1990

ASMIK CORPORATION OF AMERICA

50 North La Cienega Blvd.,
Ste. 201
Beverly Hills, CA 90211
213-624-2447
Contact: Marcia Mesko
Boomer's Adventure in
Asmik World Avail. now
Catrap Avail. in 1990

ASUKA TECHNOLOGIES, INC.

17145 Von Karman Ave., Ste. 110
Irvine, CA 92714
714-757-1212
Contact: John Yamamoto
Cosmo Tank Avail. in 1990

BANDAI AMERICA, INC.

12851 E. 166th St.
Cerritos, CA 90701
213-926-0947
Contact: Mark Tsuji
Hyper Lode Runner Avail. now

BULLET-PROOF SOFTWARE

8337 154th Ave., N.E.
Redmond, WA 98052
206-861-9200
Contact: Michelle Payne
Pipe Dream Avail. in 1990
Hatrix Avail. in 1990

CAPCOM USA, INC.

3303 Scott Blvd.
Santa Clara, CA 95054
408-727-0400
Contact: Joseph P. Morici
Gargoyle's Quest Avail. now
Ducktales Avail. in 1990

CSG IMAGESOFT, INC.

9200 Sunset Blvd., Ste. 820
Los Angeles, CA 90069
213-858-3777
Contact: Hiroaki Ishikawa,
Ken Bronstad
Soccer Mania Avail. in 1990
Dragon's Lair: The Legend Avail. in 1990

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At Kemco-Seika, we know what it takes to keep video game customers happy. Just as important, we know what it takes to keep video game retailers happy.

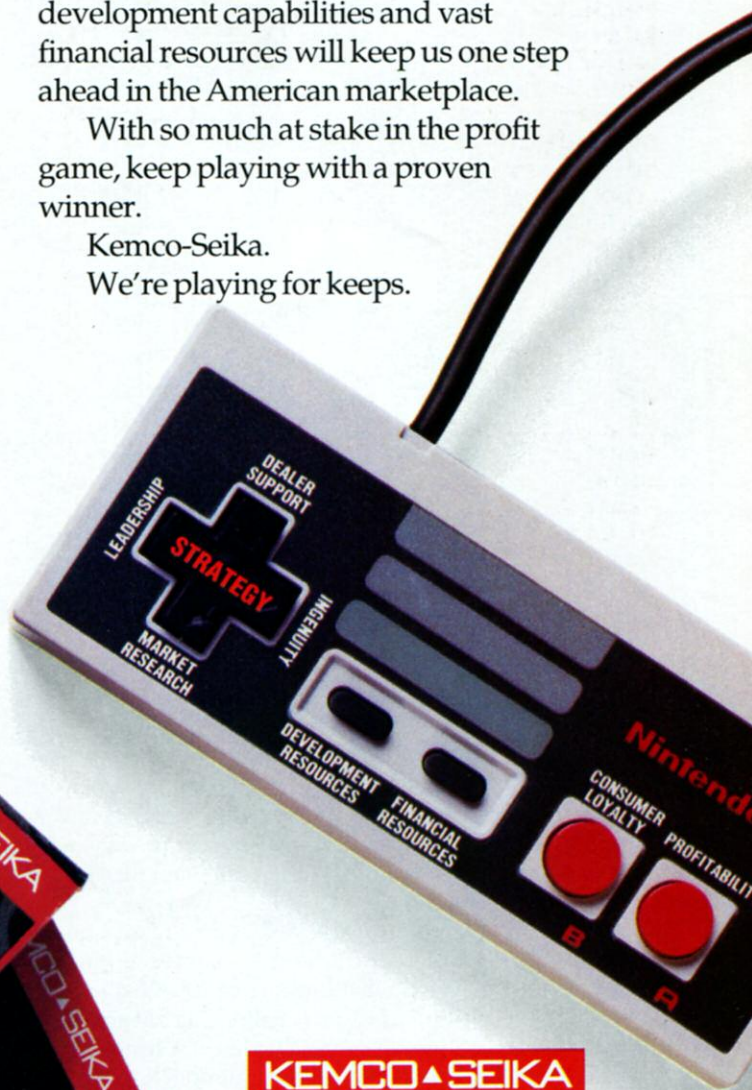
From the creation of our unique games to ongoing marketing programs, dealer support keeps on coming from Kemco-Seika.

Backed by national advertising, innovative games like *Shadowgate* and *Rescue*

keep customers coming back for more. Kemco-Seika's strong game development capabilities and vast financial resources will keep us one step ahead in the American marketplace.

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To be sure, our first major success story was "Rad Racer,"™ which sold more than 1,000,000 copies in the U.S. under the Nintendo® label.

And now, just around the corner is "Rad Racer™II," which takes video racing into overdrive with turbo boost and bold new graphics. Judging by the kids' reaction, it won't be long before it's racing out of American stores.

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Now Million Kids To Be Square.

hand-held unit.

The Final Fantasy Legend is currently the number-one-selling title in Japan. And after more than a year on the market, it's still selling strong. In fact, we've got 1,000,000 kids who'll tell you that you can't lose with this game.

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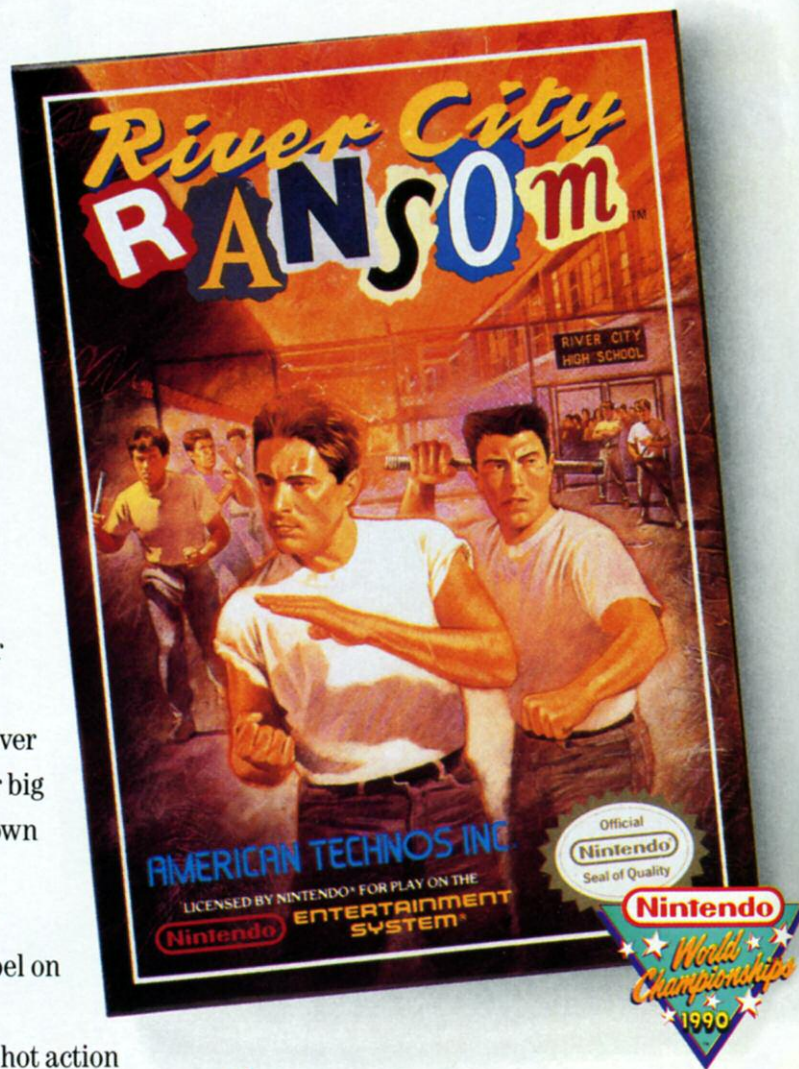
It's you and your buddy versus the meanest, baddest drug lord in town. He's holding the entire high school hostage, and only the two of you can expel him.

You'll both go to battle against ghoulish gangs and depraved dropouts. Along the way, you'll gain extra power and strength. And you'll need all you can get. School's out forever,

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CSG IMAGESOFT INC™

Imagesoft's Solstice employs action, puzzle challenges

Following the successful release of Super Dodge Ball last year, CSG Imagesoft Inc. is now set to introduce its three dimensional adventure-puzzle game Solstice.

Designed for Nintendo's NES, Solstice leads players through some 250 castle, garden and forest scenes as they help the wizard Shadax search for six pieces of a

magical staff.

As Shadax hunts throughout the land for the hidden staff, he is confronted by both evil characters and challenging puzzles. The two elements combined, require players to use both quick action reflex skills and some careful thinking and planning.

In the third quarter, CSG will introduce its first Game Boy title Soccer Mania. Soccer fans will enjoy the action, which closely replicates the actual game.

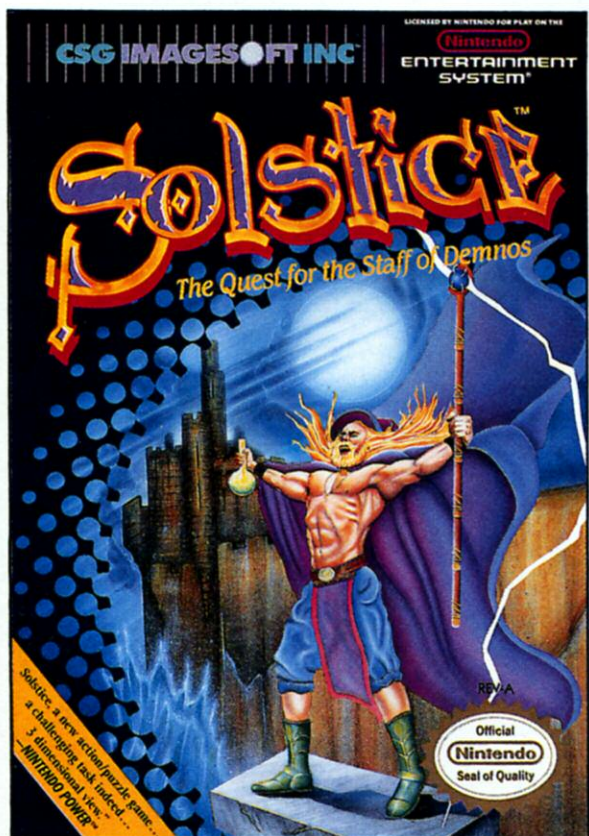
Later in the year, CSG expects to release Dragon's Lair for play on NES and Dragon's Lair: The Legend for Game Boy. Like many video games, Dragon's Lair has its origins in the arcade market, where it was a top title and the first ever to use laser disk technology. The game was also released to the personal computer market last year.

This well-known title, now planned for Nintendo, features Dirk the Daring as he tries to rescue a princess. Dirk is forced to fight off snakes, bats, monsters and other horrible creatures as he tries to accomplish his mission.

In support of its new titles this year, CSG is currently running print advertising in several publications. CSG is also planning a television advertising program to run in conjunction with the introduction of Solstice, like the company did with the release of Super Dodge Ball.

Promotion of Solstice began early, as the title is featured in the new game exhibit area during Nintendo's World Championship tour. With participation in this event, Solstice is previewed to some 50,000 kids per city.

CSG's attention is currently devoted strictly to marketing and developing Nintendo games. In business since October 1988, CSG draws much of its support from parent company CBS/Sony Group Inc. in Japan, which has been working with Nintendo on game development for several years.



CSG's new NES title, Solstice, features three dimensional adventure in a complex and multi-leveled land.



Soccer Mania brings the quick-paced action of a real life soccer game to Nintendo's Game Boy.

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DATA EAST USA, INC.

1850 Little Orchard St.
San Jose, CA 95125
408-286-7080
Contact: Jim Whims, Mark
Beaumont, Alison Locke
Lock 'N Chase Avail. now
Side Pocket Avail. in 1990

ELECTRO BRAIN CORPORATION

573 East 300 South
Salt Lake City, UT 84102
801-531-1867
Contact: Ronald A. Johnson
Fist of the North Star Avail. now
Deadheat Scramble Avail. in 1990

FCI FUJISANKEI COMMUNICATIONS INTERNATIONAL, INC.

150 E. 52nd St., 34th Fl.
New York, NY 10022
212-753-8100
Contact: Margot Blattman
Boxxle Avail. now
Bubble Ghost Avail. in 1990
Ultima Avail. in 1990

GAMETEK, INC.

2999 N.E. 191st St., Ste. 800
N. Miami Beach, FL 33180
305-454-7771
Contact: Bonnie Lieberman
Wheel of Fortune Avail. in 1990
Jeopardy! Avail. in 1990

HAL AMERICA, INC.

7873 S. W. Cirrus Dr., 25-F
Beaverton, OR 97005
503-644-3009
Contact: Tim Rooney
Revenge of the Gator Avail. now
Shanghai Avail. in 1990

HI-TECH EXPRESSIONS

584 Broadway, Ste. 509
New York, NY 10012
212-941-1224
Contact: Henry Kaplan
The Chessmaster Avail. in 1990

INTV

3541 B. Lomita Blvd.
Torrance, CA 90505
213-539-0100
Contact: Terrence Valeski
Fastrack Avail. in 1990
Nightstalker Avail. in 1990

IREM AMERICA CORPORATION

8335 154th Ave. N.E.
Redmond, WA 98052
206-882-1093
Contact: Frank Ballouz, Darlene Kindler
R-Type Avail. in 1990

JALECO USA, Inc.

310 Era Drive
Northbrook, IL 60062
708-480-1811
Contact: Carol S. Seitz
Bases Loaded GB Avail. now
In Your Face Avail. in 1990
Mechanoids Avail. in 1990

KEMCO-SEIKA CORPORATION

20000 Mariner Ave., Ste. 100
Torrance, CA 90503
213-373-0404
Contact: Ron Kurtz
Bugs Bunny Crazy Castle Avail. now
Snoopy's Magic Show Avail. in 1990
Selection Avail. in 1990

KONAMI INC.

900 Deerfield Parkway
Buffalo Grove, IL 60089-4570
708-215-5100
Contact: Emil Heidkamp, Steve
Jackson
Castlevania - The Adventure Avail. now
NFL Football Avail. now
Skate or Die Bad 'N Rad Avail. in 1990

LJN, LTD.

1 Spring St.
Oyster Bay, NY 11771
516-922-2428
Contact: Gregory Fischbach,
Robert Holmes, Sam
Goldberg, Terry Phillips
Spiderman Avail. now
NBA All-Star Challenge Avail. in 1990
Beetlejuice Avail. in 1990

MELDAC OF AMERICA, INC.

1801 Century Park East,
Ste. 2201
Century City
Los Angeles, CA 90067
213-286-7040
Contact: Suelo Sekizawa,
Robert Leitgeb
Heiankyo Alien Avail. now
Shogun Force Avail. in 1990

MILTON BRADLEY COMPANY

443 Shaker Rd.
East Longmeadow, MA 01028
413-525-6411
Contact: John Puffer
Super Scrabble Avail. in 1990
Jordan vs. Bird: One-on-One Avail. in 1990

MINDSCAPE INC.

19808 Nordhoff Pl.
Chatsworth, CA 91311
818-885-9000
Paperboy Avail. now
Loopz Avail. in 1990
Days of Thunder Avail. in 1990

NEXOFT CORPORATION

11105 Dana Circle
Cypress, CA 90630
714-373-2072
Contact: Cliff Slobod, Susan
Kishiyama, Michael Rothman
Penguin Wars Avail. now
Ishido: The Way of Stones Avail. in 1990

ROMSTAR, INC.

22857 Lockness Ave.
Torrance, CA 90501
213-539-5283
Contact: Joyce Kaehler
World Bowling Avail. now
Mr. Chin's Gourmet Paradise Avail. in 1990

SETA USA, INC.

105 E. Reno Ave., Ste. 22
Las Vegas, NV 89119
702-795-7996
Contact: Traci McCarty
QBillion Avail. now

SNK CORPORATION OF AMERICA

246 Sobrante Way
Sunnyvale, CA 94086
408-736-8844
Contact: Linda Lavin,
Sherrill Vann
Dexterity Avail. in 1990

SOFEL CORPORATION

1333 Ocean Ave., Ste. B
Santa Monica, CA 90401
213-458-3916
Contact: Marie Atake
Monster Master Avail. in 1990

SQUARE SOFT, INC.

8347-154th Ave., N.E.
Redmond, WA 98052
206-861-0101
Contact: Dennis Cloutier
The Final Fantasy Legend Avail. in 1990

SUNSOFT

11165 Knott Ave.
Cypress, CA 90630
714-891-4500
Contact: Yoshimi Homma, Bob
Bernstein, Rita Zimmerer
Batman Avail. in 1990

TAITO SOFTWARE, INC.

267 W. Esplanade
North Vancouver, B.C.
V7M 1A5
604-984-3344
Contact: Alan K. Fetzer
Flipull Avail. now
Space Invaders Avail. in 1990
Chase H.Q. Avail. in 1990

Confucius said man can achieve complete fulfillment only through introspection and meditation. He obviously never played the Nintendo Entertainment System.[®]



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With Turbo Blaster, you don't need any other accessory or controller.

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The necessary accessory.



With the Turbo Blaster, players can slow down the action while increasing rapid fire up to 32 times! Turbo Blaster easily connects between the NES game unit and control pads, and lets 1 or 2 players access its' features from the standard NES control pads.



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meldac

Meldac releases first Game Boy title Heiankyo Alien

As the importance of Nintendo's Game Boy system continues to grow, one strong new software company contender is Meldac of America, Inc.

Just recently released is Meldac's first title, Heiankyo Alien, a puzzle action game perfectly suited for Game Boy. Heiankyo asks players to help Knight Kebiishi ward off man-

eating alien monsters by building carefully planned and clever traps.

Heiankyo Alien begins a thousand years ago as unidentified monster-like creatures begin to lurk high above the city. The game calls for wits, intelligence and tactical planning, and the more thought put into the game, the more complex it becomes. One player can challenge Heiankyo, or with a video link, two can battle the aliens as they try to save Japan's ancient capital city.

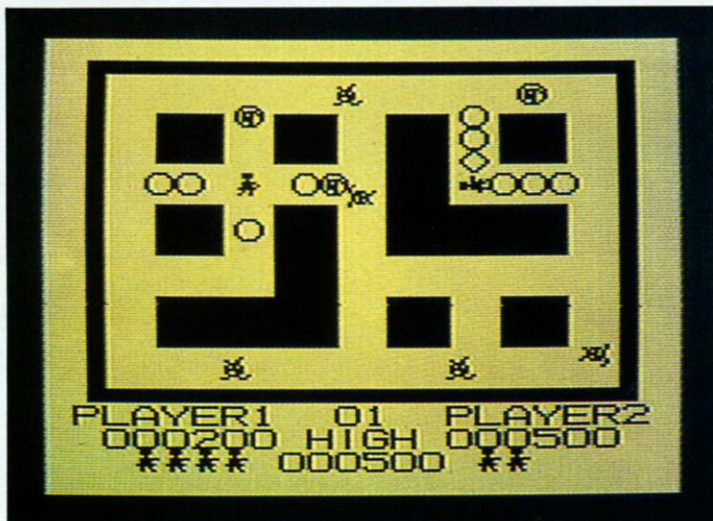
The game originates in Japan, where it was a hit in the video game market some ten years ago. In fact, Meldac's Nintendo version includes both the old version and the new updated game.

Key to Heiankyo's appeal is both good sound effects and music — featuring the multi-matrix sound system, and strong graphics and playability, according to national sales manager Robert Leitgeb.

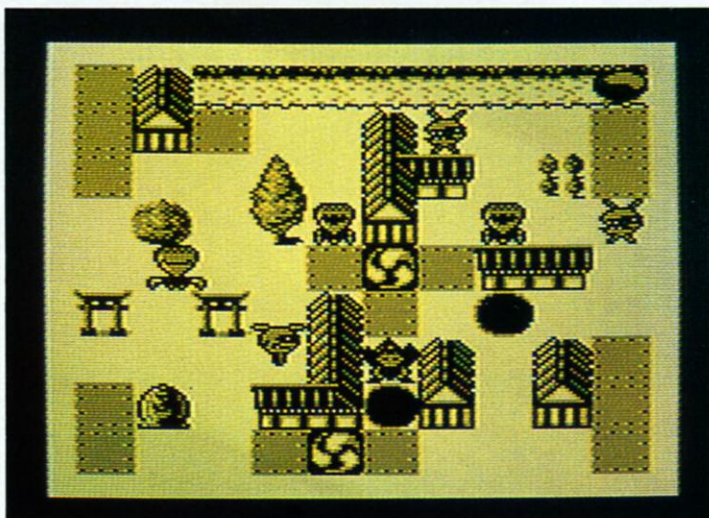
These qualities are essential in today's competitive game market and an integral part of the operation at Meldac. "Although new, Meldac has a commitment to the quality of the software we produce," explained Leitgeb. The company began in 1989 as a subsidiary of Meldac Inc., which has Mitsubishi Electric Corp., Crown Record and Japanese pop music group The Dark Ducks as its primary shareholders.

Heading into the third quarter, Meldac will introduce Mercenary Force for Game Boy. Players will choose a specialized mercenary squad to fight through six levels and two sub levels as they try to overcome a vicious dark lord and his armies. The role playing game requires players to use careful strategy and planning.

In the fourth quarter, Meldac expects to launch its first NES title. The action adventure game will be compatible with special Nintendo accessories like the Power Glove, and will be for one- or two-person play.



Meldac's Heiankyo Alien for Game Boy features two game versions, including this one based on the original arcade hit.



In the new version, Heiankyo Alien players help Knight Kebiishi (Samurai Police) battle mysterious creatures by making pitfalls to bury the aliens.

Sales Invaders!

A thousand years ago, the ancient Japanese city of Kyoto is threatened by predatory aliens which swoop down from the sky. It is up to you to repel the attack—by digging underground traps in which to bury the monsters alive!! But when? And where? That's for you to decide!!



HEIANKYU ALIEN™

(HĀY - YĀNK - KYŌ)

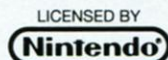


- This legendary Japanese best-selling video sensation is now a GAME BOY!
- Multi-Matrix Sound System for High-Tech Audio!
- New Two-Player Mode Doubles The Possibilities!
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meldac

Meldac of America, Inc.
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Los Angeles, CA 90067

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Telephone: 213/286-7040
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GAME BOY

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Victoria Business Park
18005 S. Adria Maru Lane
Carson, CA 90746
213-329-5880

Contact: Ken Nakata, Dimitri Criona
Solomon's Club Avail. in 1990
Head On Avail. in 1990

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213-277-1081
Contact: Satoru Terada,
Shozo Watanabe
Godzilla Avail. in 1990

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Corsicana, TX 75110
214-874-2683
Contact: Shirley Carr
Double Dragon Avail. now

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708-215-5100
Contact: Emil Heidkamp
Motocross Maniacs Avail. now
Nemesis Avail. now
Quarth Avail. in 1990
TMNT - Fall of the Foot Clan Avail. in 1990

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Oyster Bay, NY 11771
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Sam Goldberg, Terry Philips
Acclaim Wireless Remote Controller Avail. now
Double Player System -
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Canada V5J 4M5
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The Gravis Joystick Avail. now

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Super Controller Avail. now
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Zoomer Avail. now
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Zipper Avail. now
Gizmo Avail. in 1990

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Quickshot 129N Flight Grip Avail. now
Quickshot 130N Joystick Avail. now
Quickshot 132N Scope Avail. now
Quickshot 128N Joystick Avail. in 1990

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Sam Goldberg, Terry Phillips
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Turbo Sport Power Glove Avail. in 1990

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714-373-2072
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Dominator ProBeam Avail. now

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Ms. Juana Tingdale,
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Nintendo enthusiasts sweet on Candy USA



Candy USA offers retailers a free standing floor shipper.

Easily one of the most impulse-oriented items at retail, candy now has even more added appeal—the Nintendo name. By pairing up its fine candies with Nintendo's favorite character, Super Mario, Candy USA is producing a winning combination for retailers looking to enhance their bottom line.

The Super Mario Bros. line features assorted chocolates and variety candy bars. Included in the selection is a milk chocolate with almonds, a milk chocolate with crisp, a solid milk chocolate, a salted nut roll, a chocolate nut roll, a peanut butter twin and an almond/coconut twin.



Tara Toy's Cases Carry a Carton of Nintendo Cartridges



Tara Toy's Deluxe Carrying Cases hold up to 15 Nintendo game cartridges

Nintendo fans can pack up a world of fun and take it along with them in two handy cases from Tara Toy Corp.

The two cases, designed by the Hauppauge, N.Y.-based firm, are sized to accommodate the most avid Nintendo fans. The sturdy, high quality vinyl cases help cartridges withstand the wear and tear of travel.

Tara Toy's smaller case holds 10 Nintendo game cartridges, while the larger holds 15 titles. Both cases have a strong front center clasp and each features an easy-to-grip carrying handle.



Shirt Shed's Nintendo t-shirts offer bold, colorful appeal

For many avid Nintendo players, their wardrobe is not complete without a Super Mario t-shirt.

Combining this built in and growing appeal with its graphic design expertise is Shirt Shed, Inc. Official manufacturer of Nintendo t-shirts, Shirt Shed supplies retailers with sought-after tops featuring not only Super Mario, but also Luigi, Link and Princess Toadstool.

The company uses eight-color printing, bold and oversize graphics, and typically

four to eight styles are available at any one time.



Shirt Shed's Nintendo t-shirts include this popular version featuring Super Mario 2®.

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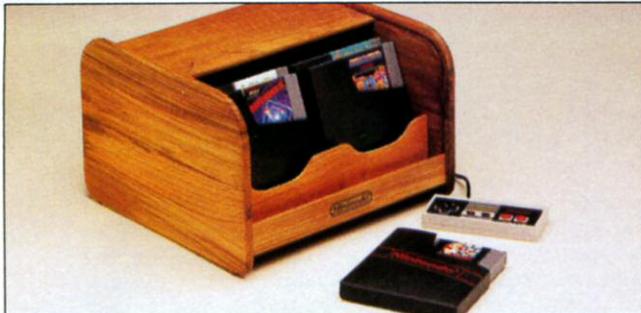
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OAK-TECH® TEAK-TECH™
The Mark of Quality The Mark of Quality

Teak-Tech introduces Oak Nintendo game storage cabinets

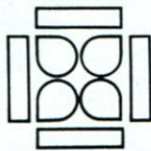


Teak-Tech's new stylish solid oak roll-top storage cabinet can hold up to 20 Nintendo games.

Nintendo players looking to store NES game cartridges in a stylish wood cabinet now have two choices.

Teak-Tech Designs, the manufacturer and distributor of wood accessories for audio/video and home office products, is following up its recent introduction of a teak game storage cabinet with one made of solid oak.

Both officially licensed Nintendo products are the same style and feature the Nintendo logo. Each can hold up to 20 NES game cartridges. Retailers can now carry both the teak and oak designs, providing consumers with a broader range of appeal.



Pride Plastics protects Nintendo game booklets, cartridges

Pride Plastics' Nintendo Game Preservers are available to retailers in multipacks for immediate shipment.



Retailers are enjoying "consistently high sales and margins" with the Pride Plastics Nintendo Game Preservers, according to company Director of Marketing Mike Boyer.

The cartridge storage cases serve as both Nintendo game protectors and holders of the all-important game instruction booklets. These hot selling items are available in a three-, five- or ten-pack. The high profile product packaging depicts an encased "Super Mario 2" cartridge and features the Nintendo® logo and official seal.

Pride Plastics maintains high quality production standards and outstanding capacity at its domestic manufacturing facility. All game cases are 100 percent unconditionally guaranteed by the company.

W O R M S E R
C O M P A N Y

Wormser Clothes Nintendo fans



Boys' Nintendo sweatshirts are a leading seller for Wormser.

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Contact: Barbara Kauz Protective Eyewear; Video Ray
Protective Glasses

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Contact: Judy Raymond

UNIVERSAL INDUSTRIES

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Contact: Ken Schwartz

ZEPHYR

22133 S. Vermont Ave. 213-328-8390 Leather Character Suspenders for Kids
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Contact: Jeff Sheckter

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Contact: Mike Shimmel

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Contact: Terry Crawford

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Contact: Alan Green

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IMAGININGS 3

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