the official 1990 World of Nintendo 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 NINTENDO,™ 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!

Minora Arakawa

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PRESENTING:
NINTENDO '90

Welcome to the Official 1990 WORLD OF NINTENDO® 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.
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 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 known 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

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*1989 Tracking Study

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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

170 MM 12:1
101 MM 5:1
240MM 12:1

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

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 NINTENDO 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 Kit™, 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...
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.

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.

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.

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.
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 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 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.
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?
# 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

**Acclaim Entertainment, Inc.**
- 71 Audrey Ave.
- Oyster Bay, NY 11771
- 516-922-2400
- Contact: Gregory Fischbach, Robert Holmes, Sam Goldberg, Terry Phillips

**American Softworks Corporation**
- 228 E. 45th St., 4th Fl.
- New York, NY 10017
- 212-972-6262
- Contact: Thom Kidran

**American Technos, Inc.**
- 4805 S.W. Griffith Dr.
- Beaverton, OR 97005
- 503-643-9768
- Contact: Aldo Donnelia, Greg Rice

**Arcadia Systems, Inc.**
- 18001 Cowan, Ste. A & B
- Irvine, CA 92714
- 714-833-8710
- Contact: Justin Heber

**AsmiK Corporation of America**
- 50 North La Cienega Blvd., Ste. 201
- Beverly Hills, CA 90211
- 213-624-2447
- Contact: Marcia Mesko

**Asuka Technologies, Inc.**
- 17145 Von Karman Ave., Ste. 110
- Irvine, CA 92714
- 714-757-1212
- Contact: John Yamamoto

**BANDAI America, Inc.**
- 12851 E. 166th St.
- Cerritos, CA 90701
- 213-926-0947
- Contact: Mark Tsuji

**Broderbund Software, Inc.**
- 17 Paul Dr.
- San Rafael, CA 94903
- 415-492-3200
- Contact: Ed Bernstein, Cynthia Wuthmann

**Bullet-Proof Software**
- 8337 154th Ave. N.E.
- Redmond, WA 98052
- 206-861-9220
- Contact: Michelle Payne

**Capcom USA, Inc.**
- 3303 Scott Blvd.
- Santa Clara, CA 95054
- 408-770-0400
- Contact: Joseph P. Morici

**Cgs Imagesoft, Inc.**
- 9200 Sunset Blvd., Ste. 820
- Los Angeles, CA 90069
- 213-858-3777
- Contact: Hiroaki Ishikawa, Ken Bronstad

**Culture Brain USA, Inc.**
- 15315 N.E. 90th St.
- Redmond, WA 98052
- 206-882-2339
- Contact: Jim Steen

**Activision**
- 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

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<td>18001 Cowan, Ste. A &amp; B</td>
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Boomer success propels Asmik growth

Boomer may only be a large-eyed young dinosaur out to save the prehistoric 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 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

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 joystick, 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 multipurpose 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.
WANTED:
CAN YOU BEAT THESE GUYS?

PUGNACIOUS
PENGUIN

These guys were last seen starting the infamous...

COMICAL COW
ROMPING RABBIT
RAMBUNCTIOUS RABBIT
BOISTEROUS BAT

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™.

ISHTIDO
The Way of Stones

NEXOFT CORPORATION
11105 Dana Circle • Cypress, CA 90630 • (714) 373-2072
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. 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.
## Nintendo® Software Licensees

### NES

**DATA EAST USA, INC.**  
1850 Little Orchard St.  
San Jose, CA 95125  
408-236-7080  
Contact: Jim Whims, Alison Locke, Mark Beaumont  
Karate Champ  
Tag Team Wrestling  
Rampage  
Robocorp  
Bad Dudes  
Burger Time  
Al Unser Jr.'s Turbo Racing  
Dash Galaxy in the Alien Asylum  
Heavy Barrel  
Battle Chess  
Caveman Uglylympics  
Avail. in 1990

**ELECTRO BRAIN CORPORATION**  
573 East 300 South  
Salt Lake City, UT 84102  
801-531-1867  
Contact: Ronald A. Johnson  
Puss 'N Boots - Pero's Great Adventure  
Avail. in 1990

**ELECTRONIC ARTS**  
1820 Gateway Dr.  
San Mateo, CA 94404  
415-571-7171  
Contact: Nancy Smith  
Skate or Die 2 (The Search for Double Trouble)  
Avail. in 1990

**ENIX AMERICA CORPORATION**  
4030 148th Ave., N.E., NG-1  
Redmond, WA 98052  
206-885-9611, 206-637-0839  
Contact: Boyd Griffin  
Dragon Warrior II  
Avail. in 1990

**FCI**  
150 E. 52nd St., 34th Fl.  
New York, NY 10022  
212-753-8100  
Contact: Margot Blattman  
Lunar Pool  
Zanac  
Magmax  
Seicross  
Dr. Chaos  
Ultima  
Hydilide  
Phantom Fighter  
World Championship Wrestling  
Advanced Dungeons and Dragons -Heroes of the Lance  
Ultima Quest of the Avatar  
The Bard's Tale  
Avail. in 1990

**GAME TEK, INC.**  
2999 N.E. 191st St., Ste. 800  
N. Miami Beach, FL 33180  
305-454-7771  
Contact Bonnie Lieberman  
Wheel of Fortune  
Jeopardy  
Wheel of Fortune - Jr. Edition  
Jeopardy - Jr. Edition  
Hollywood Squares  
Fisher-Price I Can Remember  
Fisher-Price Perfect Fit  
Wheel of Fortune - Family Edition  
Jeopardy - 25th Anniversary Edition  
Double Dare  
Classic Concentration  
Family Feud  
Talking Super Password  
Fisher-Price Firehouse Rescue  
Harlem Globetrotters  
Avail. in 1990

**HAL AMERICA, INC.**  
7873 S.W. Cirrus Dr., 25-F  
Beaverton, OR 97005  
503-644-3099  
Contact: Tim Rooney  
Adventures of Lolo  
Air Fortress  
Roller Ball  
Vegas Dream  
Lolo II  
Power Play Football  
Avail. in 1990

**HI-TECH EXPRESSIONS**  
584 Broadway, Ste. 509  
New York, NY 10012  
212-941-1224  
Contact: Henry Kaplan, Joan Ziegler  
Sesame Street 1 2 3  
Sesame Street A B C  
Win, Lose or Draw  
The Chessmaster  
MTV's Remote Control  
Jim Henson's Muppet Adventure -Chaos at the Carnival  
Fun House  
ORB 3D  
The Hunt for Red October  
Big Bird's Hide & Speak  
Avail. in 1990

**HOT-B USA, INC.**  
1255 Post St., Ste. 1005  
San Francisco, CA 94109  
415-567-9501  
Contact: Kenji Ishikawa  
The Black Bass  
Shingen, The Ruler  
Avail. in 1990

**Hudson Soft USA, INC.**  
400 Oyster Point Blvd., Ste. 515  
S. San Francisco, CA 94080  
415-871-8895  
Contact: Sean D. Suddoh  
Hudson's Adventure Island  
Milon's Secret Castle  
Avail. in 1990

**INTV CORPORATION**  
3541 B. Lomita Blvd.  
Torrance, CA 90505  
213-539-0100  
Contact: Terrence E. Valeski  
Princess Tomato in the Salad Kingdom  
Avail. in 1990

**IREM AMERICA CORPORATION**  
8335 154th Ave., N.E.  
Redmond, WA 98052  
206-882-1093  
Contact: Frank Ballouz, Darlene Kindler  
Sales: 2682 Bishop Dr., Ste. 205  
San Ramon, CA 94583  
415-277-9118  
Contact: Mark Bradlee  
Image Fight  
Kickle Cubicle  
Avail. in 1990

**JALECO USA**  
310 Era Dr.  
Northbrook, IL 60062  
708-480-1811  
Contact: Carol S. Seitz  
Hoops  
GOAL!  
Base Loaded II Second Season  
Astyanax  
Maniac Mansion  
Pinball Quest  
Last Ninja  
Mechanoids  
Rival Rollers  
In Your Face  
Avail. in 1990

**JVC MUSICAL INDUSTRIES**  
6363 Sunset Blvd., Ste 500  
Hollywood, CA 90028  
213-466-5927  
Contact: Hisatoshii Hirai  
Boulder Dash  
Avail. in 1990

**KEMCO-SEIKA CORPORATION**  
20000 Mariner Ave., Ste. 100  
Torrance, CA 90503  
213-373-8404  
Contact: Ron Kurtz  
Shadowgate  
Rocket Ranger  
Snoopy's Silly Sports Spectacular  
Rescue "The Embassy Mission"  
Happy Birthday Bugs  
Deja-vu  
North and South  
Avail. in 1990
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.

WATCH FOR NEW FALL RELEASES
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.
QBILLION
Players use Mr. Mouse to solve 120 different puzzle patterns. Play six different types of games against the computer or a friend. Solve puzzles to get secret passwords that let you play harder puzzles.

BUILT TO WIN
A new level of high speed excitement. Compete against 32 of the world's top drivers in the split second world of sweat and sacrifice. Race 30 different U.S. and 16 international courses. Win prize money, or go gambling in Las Vegas, to build up your account. Use the money to make improvements on your car and enter exciting races all over the world!

FREE MEMBERSHIP
QBILLION CLUB CARD

Name
Age

Address
City State Zip

Mail to: SETA U.S.A., Inc., 105 E. Reno Ave., Suite 22, Las Vegas, Nevada 89119

CASTLE of DRAGON
Princess Amorena has been carried away by the evil offspring of Darklarze The Dragon Master. Geraden, Duke of Menlary, needs your help to defeat the hideous legions of the undead to secure the instruments of Darklarze's demise!
GAME BOY IS HOT!
AND ACTIVISION TURNS UP THE HEAT

Malibu Beach Volleyball. Two-on-two sandblastin' volleyball, Malibu style. Set 'n spike against V-ball crews from 4 countries, each with different strengths. Power serves, "bulldozer" digs, and other cool shots.
1st and Only Game Boy Volleyball Game!

Heavyweight Championship Boxing. You've got hooks, jabs, uppercuts—plus a special knockout punch you select for each fight. Knockout, bash-'em boxing with 6 bad bruizers. 2 views of the action!
1st and Only Game Boy Boxing Game!

Ghostbusters II. All the best scenes from the hit movie. Battle Vigo and his slimy forces in all of New York's favorite "haunts," from the subway to the Museum of Art. Nonstop blockbuster Ghostbusters action.
Best Game Boy Graphics Ever!
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 fact 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-

Nintendo favorite with the help of an aggressive multimillion dollar nationwide promotion and sweepstakes campaign.

The marketing effort includes a sweepstakes drawing, with the grand prize featuring a $5,000 shopping spree at the store of his choice.

One 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

ums 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-

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 Flippin 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 weapon 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.
NINTENDO® SOFTWARE LICENSEES

NES

KOEI CORPORATION
One Bay Plaza, Ste. 540
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
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 Fuentevilla, 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
213-206-7040
Contact: Sueo 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
Jordon 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.
19089 Nordhoff Place
Chatsworth, CA 91311
818-885-9000
Contact: Roger M. Buoy
Paperboy 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
Loopy Avail. in 1990
Gauntlet II Avail. in 1990
Bruce Lee Lives Avail. in 1990
Conan - The Mysteries of Time Avail. in 1990

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

NEXT CORPORATION
11105 Dana Circle
Cypress, CA 90630
714-373-2072,
714-373-2064 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 Erna, 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 Kashler
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
Crystals 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.
8347-15th Ave., N.E.
Redmond, WA 98052
206-861-0101
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 W.O Electronorgtechnica (Elorg). Tetris is licensed to Nintendo. © 1989 Nintendo. All rights reserved. Original concept, design and program by Alexey Pajitnov.
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, 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.
Look Who Taxan Just Recruited!

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

Since 1964, G.I. Joe has been one of the hottest product lines in the toy business. Now TAXAN and Hasbro join forces to bring you sizzling action and adventure never before available for Nintendo. G.I. Joe, the game, will also be available soon for Gameboy.

More Big Guns for the ’90s.

As an original NES licensee, TAXAN has continued to design and market original, fast selling titles. For 1990 we’ve brought out Brawl 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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For more information on how you can “Recruit” NES and Gameboy titles like G.I. Joe, call TAXAN today, (408) 946-3400.

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

TAITO SOFTWARE, INC.
267 W. Esplanade
N. Vancouver, B.C.
W7M 1A5
604-988-3344
Contact: Alan K. Fetzer
Bubble Bobble
Operation Wolf
Sky Shark
Demon Sword
Wrath of the Black Manta
Target: Renegade
Dungeon Magic
Indiana Jones and the Last Crusade
New Zealand Story
Qix
Avail. now
Avail. now
Avail. now
Avail. now
Avail. now
Avail. now
Avail. in 1990
Avail. in 1990
Avail. in 1990
Avail. in 1990

TAXAN USA CORPORATION
162 Northway Pkwy.
San Jose, CA 95134
408-946-3400
Contact: Hide Irie, Mauricio Polack
Mappy Land
R-eyes
Burai Fighter
Low G Man
PuttMaster
G.I. Joe
Avail. now
Avail. now
Avail. now
Avail. in 1990
Avail. in 1990
Avail. in 1990

TECMO, INC.
Victoria Business Park
18005 S. Adria Maru Lane
Carson, CA 90746
213-330-5880
Contact: Ken Nakata, Dimitri Criona
Tecmo Bowl
Ninja Gaiden
Tecmo World Wrestling
Bad News Baseball
Ninja Gaiden II
Avail. now
Avail. now
Avail. now
Avail. now
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
213-277-1881
Contact: Saturo Terada, Shozo Watanabe
Godzilla
Circus Caper
Avail. now
Avail. in 1990

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

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

VIC TOKAI, INC.
22904 Lockness Ave.
Torrance, CA 90401
213-326-8880
Contact: Yosuke Soga, Leonard Garcia
Go-A
Clash at Demon Head
All Pro Basketball
Terra Cresta
Kid Kool
Conflict
The Mafat Conspiracy
Sea Dog
Avail. now
Avail. now
Avail. now
Avail. now
Avail. now
Avail. in 1990
Avail. in 1990
Avail. in 1990

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

ACTIVISION
3855 Bohannon Dr.
Menlo Park, CA 94025
415-329-0500
Contact: John Crompton,
Chris Garske
Malibu Beach Volleyball
Heavyweight Championship
Boxing
Avail. now
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
Catrap
Avail. now
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 Tsujii
Hyper Lode Runner
Avail. now

BULLET-PROOF SOFTWARE
8337 154th Ave., N.E.
Redmond, WA 98052
206-861-8200
Contact: Michelle Payne
Pipe Dream
Harris
Avail. in 1990
Avail. in 1990

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

CGS IMAGESOFT, INC.
3200 Sunset Blvd., Ste. 820
Los Angeles, CA 90069
213-658-5777
Contact: Hiroaki Ishikawa,
Ken Bronstad
Soccer Mania
Dragon's Lair: The Legend
Avail. in 1990
Avail. in 1990
PLAYING FOR KEEPS.

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.

With so much at stake in the profit game, keep playing with a proven winner.

Kemco-Seika.
We’re playing for keeps.
We Let A Few Tell Us How

Predicting the tastes and whims of today's youth can be a tricky business. Particularly when it comes to video games. For what looks to be a sure thing today can wind up sitting idle on store shelves tomorrow.

At Square Soft, we believe that the video game market is as much a fashion industry as it is an entertainment business. We can develop what looks to be an exciting new game. But, if the kids tell us it's not challenging or fun enough, no amount of marketing support will make it a success.

Which is why we know it's not enough to simply concentrate on developing advanced game technologies and great graphics.

We test our games thoroughly. And, while we consider our approach aggressive and daring, we make sure we've got a winner before we enter the U.S. marketplace.

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 its racing out of American stores.

But perhaps most exciting is our involvement in a whole new generation of video gaming: Role Playing Games. Soon we'll be introducing "The Final Fantasy "Legend," the first and only RPG for Game Boy," Nintendo's new...
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.

So, with Rad Racer II ready to take off and Legend scheduled to coincide with Nintendo’s launch of the “Final Fantasy” NES game, the future has never looked so Square.

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Now with the hottest 2-player action anywhere!

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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, unless you answer the call!

Hurry. Head over to your nearest video game store. Ask for River City Ransom. It's your big chance to be a hometown hero.

And look for the American Technos label on many other Nintendo games. We have more hot action coming your way.
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.
**GAME BOY**

**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  
Side Pocket  
Avail. now

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

**FCI FUJISANKEI COMMUNICATIONS INTERNATIONAL, INC.**
150 E. 52nd St., 34th Fl.
New York, NY 10022
212-753-8108
Contact: Margot Blattman

Bozkie  
Bubble Ghost  
Ultima  
Avail. now

**GAMETEK, INC.**
2999 N.E. 191st St., Ste.800
N. Miami Beach, FL 33180
305-454-7771
Contact: Bonnie Lieberman
Wheel of Fortune  
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  
Shanghai  
Avail. now

**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

Fasttrack  
Nightstalker  
Avail. in 1990

**IREM AMERICA CORPORATION**
6335 154th Ave. N.E.
Redmond, WA 98052
206-682-1093
Contact: Frank Bailouz, 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  
In Your Face  
Mechanoids  
Avail. in 1990

**KEMCO-SEIKA CORPORATION**
20000 Mariner Ave., Ste. 100
Torrance, CA 90503
213-373-0494
Contact: Ron Kurtz
Bugs Bunny Crazy Castle  
Avail. now
Snoopy's Magic Show  
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  
NFL Football  
Skeate 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  
Beetlejuice  
Avail. in 1990

**MELDAC OF AMERICA, INC.**
1801 Century Park East, Ste. 2201
Century City
Los Angeles, CA 90067
213-286-7040
Contact: Sue Sekizawa, Robert Leitgeb

Heiankyo Alien  
Shogun Force  
Avail. in 1990

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

**MINDSCAPE INC.**
Tsudoki Nordhoff Pl.
Chatsworth, CA 91311
818-985-9000
Paperboy  
Loopy  
Days of Thunder  
Avail. in 1990

**NEXSOFT CORPORATION**
11105 Dana Circle
Cypress, CA 90630
714-373-2072
Contact: Cliff Stobod, Susan Kishiyama, Michael Rothman
Penguin Wars  
Avail. now

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

**SEI 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
425-881-0101
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 Zimmer
Batman  
Avail. in 1990

**TAITO SOFTWARE, INC.**
267 W. Esplanade
North Vancouver, B.C.
V7M 1A5
604-984-3344
Contact: Alan K. Fetzer
Flipper  
Space Invaders  
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.

With a heavenly line-up of action and strategy games, arcade classics, and movie tie-ins, Mindscape can definitely lead the way to peace, happiness, and healthy receipts.
The Turbo Blaster enhancement module is the only accessory that allows the NES™ players to retain use of their favorite standard NES control pads while adding the features of rapid fire and slow motion.

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.

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

TURBO BLASTER™
The necessary accessory.

GIVE ME A TURBO BLASTER AND NES CONTROL PAD.
YOU CAN KEEP THE REST.
WE KNOW WHAT BUTTONS TO PUSH.

To get video game players excited, you've got to have your finger on the pulse of today's market. Hi Tech Expressions reaches the total Nintendo market, including its fastest growing segments—the under 6 and over 18 age groups. Our power-packed lineup ranges from irresistible classics like Sesame Street* to hot licenses like The Hunt for Red October™. All backed by advertising and marketing programs that help you sell.

If you'd like a piece of the action, push our buttons at (212) 941-1224. And get your hands on the future of fun.
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 Kebishi ward off 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.
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!!

HEIAKYO ALIEN

(HAY – YANK – KYO)

- 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!
- Both Original And Updated Versions In Single Game Cartridge!

meland

Meland of America, Inc.
1901 Century Park East - Suite 2210
Los Angeles, CA 90067

For more information please contact:
National Sales Department
Telephone: 213/286-7040
Fax: 213/286-7039

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#### Game Boy

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Victoria Business Park
18605 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

**TOHO Co., LTD**
2049 Century Park E., Ste 490
Los Angeles, CA 90067
213-277-1081
Contact: Satoru Terada, Shozo Watanabe
Godzilla: Avail. in 1990

**TRADEWEST, INC.**
2400 South Hwy. 75
Corsicana, TX 75110
214-874-2633
Contact: Shirley Carr
Double Dragon: Avail. now

**ULTRA SOFTWARE CORPORATION**
900 Deerfield Pkwy.
Buffalo Grove, IL 60089
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

**VIC TAIKAI, INC.**
22904 Lockness Ave.
Torrance, CA 90501
213-326-8890
Contact: Yosuke Soga, Leonard Garcia
Daedalian Opus: Avail. in 1990
Dweebers: Avail. in 1990

### Accessories

**ACCLAIM ENTERTAINMENT, INC.**
71 Audrey Ave.
Oyster Bay, NY 11771
516-922-2400
Contact: Gregory Fischbach, Robert Holmes, Sam Goldberg, Terry Phillips
Acclaim Wireless Remote Controller: Avail. now
Double Player System - Dual Remote Controllers: Avail. now

**ADVANCED GRAVIS COMPUTER TECHNOLOGY LTD.**
7033 Antrim Ave.
Burnaby, British Columbia
Canada VSJ AM5
604-434-7274
Contact: Grant Russell
The Gravis Joystick: Avail. now

**BANDAI AMERICA, INC.**
12851 E. 166th St.
Cerritos, CA 90701
213-926-0947
Contact: Mark Tsuji
Super Controller: Avail. now
Hyper Controller: Avail. now

**BDL ENTERPRISES, INC.**
6100 Green Valley Dr., Ste. 220
Bloomington, MN 55438
612-832-0167
Contact: Bruce Lowry
Turbo Blaster: Avail. now

**BEESHU, INC.**
101 Wilton Ave.
Middlesex, NJ 08846
201-968-6808
Contact: Don Shulman
Zinger: Avail. now
Zoomer: Avail. now
Ultimate SuperStick: Avail. now
Zipper: Avail. now
Gizmo: Avail. in 1990

**BONDWELL INDUSTRIAL CO., INC.**
47485 Seabridge Dr.
Fremont, CA 94538
415-490-4300
Contact: Sofia Chan
Quickshot 126 Joypad: Avail. now
Quickshot 129N Flight Grip: Avail. now
Quickshot 130N Joystick: Avail. now
Quickshot 132N Scope: Avail. now
Quickshot 128N Joystick: Avail. in 1990

**BRODERBUND SOFTWARE, INC.**
17 Paul Dr.
San Rafael, CA 94903
415-492-3200
Contact: Ed Bernstein, Cynthia Wuthmann
U-Force Power Field Controller: Avail. now

**HUSDON SOFT USA, INC.**
400 Oyster Point Blvd., Ste. 515
S. San Francisco, CA 94080
415-871-8895
Contact: Sean D. Sudoh
Joycard Sansui SSS: Avail. now

**LJN, LTD.**
1 Spring Street
Oyster Bay, NY 11771
516-922-2428
Contact: Gregory Fischbach, Robert Holmes, Sam Goldberg, Terry Phillips
Roll & Rocker: Avail. now

**MATTEL, INC.**
5150 Rosecrans Ave.
Hawthorne, CA 90250-6692
213-978-5150
Contact: Roman Fuentevilla, Howard Beech
The Power Glove: Avail. now
Turbo Sport Power Glove: Avail. in 1990

**NEXSOFT CORPORATION**
11105 Dana Circle
Cypress, CA 90630
714-373-2072
Contact: Cliff Slobod, Suzan Kishiyama, Michael Rothman
The Dominator Master Control: Avail. now
Dominator ProBeam: Avail. now

**SHARP ELECTRONICS CORPORATION**
Sharp Plaza
Mahwah, NJ 07430
201-529-8200
Contact: Ron Stoltenberg
19-inch color TV with Built-in NES: Avail. now

**THE SOFTWARE TOOLWORKS**
19608 Northfield Pl.
Chatsworth, CA 91311
818-885-9000
Contact: Les Crane
The Miracle Piano Teaching System: Avail. in 1990

**SUNCOM**
6400 Gross Point Rd.
Niles, IL 60648
708-647-4040
Contact: Dave Fahrer
Mothership: Avail. now
Docking Bay: Avail. now

**ALSO CARRYING THE OFFICIAL SEAL OF QUALITY**

**ABC INTERNATIONAL TRADERS**
216 South Oxford Ave.
Los Angeles, CA 90004
213-380-4030
Contact: Isaac Leibharn
Game & Watch: Avail. now

For more information, contact:
Ms. Juana Tingdale, Licensing Manager
NINTENDO OF AMERICA, INC.
4820 150th Ave. N.E.
Redmond, WA 98052
206-882-2040
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Two player select switch. For hot Arcade-like action!

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CES BOOTH #7741

NEW NINTENDO LICENSED PRODUCTS

GAME BOY™ Tote
Model 42617 easy-carry case with built-in handle. 7 compartments hold GAME BOY system: player, 5 games, video link cable, stereo earphones. Full color packaging.

GAME BOY™ Carry-All
Model 42711 deluxe nylon case holds complete GAME BOY system: player, 8 games, video link cable, stereo earphones, rechargeable battery pack/AC adapter, batteries, shoulder strap. Full color packaging.

Video Game Organizer

Video Game Caddy
Model 42511 compact case holds 10 Nintendo video games, controllers, instruction booklets. Dust Cover. Full color packaging.
## APPAREL

<table>
<thead>
<tr>
<th>Company</th>
<th>Contact Information</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Changes</td>
<td></td>
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</tr>
<tr>
<td>69-20 76th St.</td>
<td>718-894-1377</td>
<td>Upstairs T-shirts; Sweats</td>
</tr>
<tr>
<td>Middle Village, NY 11379</td>
<td></td>
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<tr>
<td>Contact: Marek Kiyashka</td>
<td></td>
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<tr>
<td>Dilettto</td>
<td></td>
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</tr>
<tr>
<td>1333 Broadway</td>
<td>212-244-5580</td>
<td>Swimsuits for Boys &amp; Girls; Sleepwear; Coordinates &amp; Beach Robes for Infants &amp; Toddlers</td>
</tr>
<tr>
<td>New York, NY 10018</td>
<td></td>
<td></td>
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<tr>
<td>Contact: Victor Grazzi</td>
<td></td>
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<tr>
<td>Highpoint Knitting</td>
<td></td>
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<tr>
<td>1350 Broadway</td>
<td>212-564-7430</td>
<td>Knitted &amp; Tube Socks</td>
</tr>
<tr>
<td>New York, NY 10018</td>
<td></td>
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</tr>
<tr>
<td>Contact: Thomas Sedita</td>
<td></td>
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</tr>
<tr>
<td>Kija, Inc.</td>
<td>813-522-6000</td>
<td>Nylon/Poly Jackets w/ w/o Lining that Packs Away into Small Pouch</td>
</tr>
<tr>
<td>5945 Carrier St.</td>
<td></td>
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<tr>
<td>St. Petersberg, FL 33714</td>
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<tr>
<td>Contact: Tom Dewan</td>
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<tr>
<td>Lee Company</td>
<td>212-244-4440</td>
<td>Belts &amp; Suspenders</td>
</tr>
<tr>
<td>350 Fifth Ave.</td>
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<tr>
<td>New York, NY 10118</td>
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<tr>
<td>Contact: Jim Leibertfbr</td>
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</tr>
<tr>
<td>Little Laura of California</td>
<td>213-688-0170</td>
<td>Woven Shirts; Polo Shirts</td>
</tr>
<tr>
<td>1965 Mateo St.</td>
<td></td>
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<tr>
<td>Los Angeles, CA 90021</td>
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<tr>
<td>Contact: Neil Miller</td>
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</tr>
<tr>
<td>Nantucket Industries</td>
<td>212-889-5656</td>
<td>Men’s &amp; Women’s Boxers &amp; Briefs</td>
</tr>
<tr>
<td>105 Madison Ave.</td>
<td></td>
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<tr>
<td>New York, NY 10016</td>
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<tr>
<td>Contact: Bob Polien</td>
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<tr>
<td>The Obion Company</td>
<td>212-563-0170</td>
<td>Blanket Sleepers for Infants &amp; Children</td>
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<tr>
<td>1333 Broadway</td>
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<tr>
<td>New York, NY 10018</td>
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<tr>
<td>Contact: Jonathan Stillman</td>
<td></td>
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<tr>
<td>Patty Marsh Productions</td>
<td>415-459-3792</td>
<td>Color-Me-Tee Shirts</td>
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<tr>
<td>333A San Anselmo Ave.</td>
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<tr>
<td>San Anselmo, CA 94900</td>
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<tr>
<td>Contact: Rich Creighton</td>
<td></td>
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<tr>
<td>Shirt Shednexus</td>
<td>219-563-3302</td>
<td>T-Shirts</td>
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<tr>
<td>570 S. Miami St.</td>
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<tr>
<td>Wabash, IN 46992</td>
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<tr>
<td>Contact: John Bewer</td>
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<tr>
<td>Swellwear Industries</td>
<td>212-736-7420</td>
<td>Raincoats &amp; Polyurethane Jackets.</td>
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<tr>
<td>350 Fifth Avenue</td>
<td></td>
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<tr>
<td>New York, NY 10018</td>
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<tr>
<td>Contact: Joel Bren</td>
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<tr>
<td>Union Underwear</td>
<td>502-781-6400</td>
<td>Boys Underwear &amp; Sets</td>
</tr>
<tr>
<td>1 Fruit of the Loom Dr.</td>
<td></td>
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<tr>
<td>Bowling Green, KY 42102</td>
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<tr>
<td>Contact: Debbie Hills</td>
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<tr>
<td>Universal Industries</td>
<td>508-758-6101</td>
<td>Headwear</td>
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<tr>
<td>5 Industrial Dr.</td>
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<tr>
<td>Mattapoisett, MA 02739</td>
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<tr>
<td>Contact: Ken Schwartz</td>
<td></td>
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</tr>
<tr>
<td>Womser Company</td>
<td>708-564-5355</td>
<td>Sleepwear; Sportswear (Sweatshirts; Warm-Ups; Coordinates; Imitation Satin Jackets)</td>
</tr>
<tr>
<td>1535 Lake Cook Road</td>
<td></td>
<td></td>
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<tr>
<td>Northbrook, IL 60062</td>
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<tr>
<td>Contact: Ed Womser</td>
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<tr>
<td>Zephyr</td>
<td>213-328-8390</td>
<td>Leather Character Suspenders for Kids</td>
</tr>
<tr>
<td>22133 S. Vermont Ave.</td>
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<tr>
<td>Torrance, CA 90502</td>
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<tr>
<td>Contact: Jeff Shechter</td>
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## ENTERTAINMENT AND PUBLISHING

<table>
<thead>
<tr>
<th>Company</th>
<th>Contact Information</th>
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<tbody>
<tr>
<td>DIC Enterprises</td>
<td>818-955-5400</td>
<td>Super Mario Bros. Super Show</td>
</tr>
<tr>
<td>3601 W. Olive Ave.</td>
<td></td>
<td>Captain N: The Gamemaster Show</td>
</tr>
<tr>
<td>Burbank, CA 91505</td>
<td></td>
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<tr>
<td>Contact: Andy Heyward</td>
<td></td>
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<tr>
<td>Hal Leonard Publishing Corp.</td>
<td>414-774-3630</td>
<td>Sheet Music for Concert &amp; Marching Bands; Sheet Music &amp; Folios to Include Book/Cassette/Instrument Packages</td>
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<tr>
<td>777 W. Bluemound Rd.</td>
<td></td>
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<tr>
<td>Milwaukee, WI 53213</td>
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<tr>
<td>Contact: Mary Bullman</td>
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<tr>
<td>Harry N. Abrams, Inc.</td>
<td>212-206-7715</td>
<td>1990 &amp; 1991 Calendar</td>
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<tr>
<td>100 Fifth Ave.</td>
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<tr>
<td>New York, NY 10011</td>
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<tr>
<td>Contact: Naomi Warner</td>
<td></td>
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<tr>
<td>Ice Capades</td>
<td>213-461-5400</td>
<td>Ice Capades 50th Anniversary Show</td>
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<tr>
<td>6211 Santa Monica Blvd.</td>
<td></td>
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<tr>
<td>Hollywood, CA 90038</td>
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<tr>
<td>Contact: Tom Abramson</td>
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<tr>
<td>JTB of Nashville</td>
<td>615-329-3036</td>
<td>Play a Tune Book (Songbook with Built-In Musical Keyboard)</td>
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<td>1024C 18th Avenue South</td>
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<tr>
<td>Nashville, TN 37212</td>
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<tr>
<td>Contact: Tony Ellis</td>
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<tr>
<td>Kids Classics</td>
<td>212-889-0044</td>
<td>Super Mario Super Show Produced by DIC on VHS</td>
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<td>401 Fifth Ave.</td>
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<tr>
<td>New York, NY 10016</td>
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<tr>
<td>Contact: Joe Cayre</td>
<td></td>
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<tr>
<td>Lake Tahoe Polio Network</td>
<td>213-458-2152</td>
<td>Collector Die Cast; Antique Car Banks</td>
</tr>
<tr>
<td>P.O. Box 10005</td>
<td></td>
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<tr>
<td>S. Lake Tahoe, CA 95731</td>
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<tr>
<td>Contact: David Kelly</td>
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<tr>
<td>Voyager Argent Comm.</td>
<td>212-366-4900</td>
<td>Comic Books in All Formats; Graphic Novels; Trade Paperbacks; Regular Comics w/ w/o 900 or 900 #s</td>
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<tr>
<td>132 W. 21st St.</td>
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<tr>
<td>New York, NY 10011</td>
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<tr>
<td>Contact: James Shooter</td>
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<tr>
<td>Western Publishing</td>
<td>414-631-5133</td>
<td>Picture Storybooks; Color &amp; Activity Books; Storybooks &amp; Audio Cassette Sets</td>
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<tr>
<td>1220 Mound Ave.</td>
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<tr>
<td>Racine, WI 53404</td>
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<tr>
<td>Contact: Jerry Hoeyman</td>
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## FOOD AND PERSONAL CARE

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<thead>
<tr>
<th>Company</th>
<th>Contact Information</th>
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<tr>
<td>AMSCAM, Inc.</td>
<td>914-835-4333</td>
<td>Edible Cake Top Decorations</td>
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<tr>
<td>South Road</td>
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</tr>
<tr>
<td>Harrison, NY 10528</td>
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<tr>
<td>Contact: Larry Julian</td>
<td></td>
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<tr>
<td>Amurrol Products, Inc.</td>
<td>708-355-3000</td>
<td>3-D Molded Hard Candy &amp; Lollipops</td>
</tr>
<tr>
<td>1100 E. Chicago Ave.</td>
<td></td>
<td></td>
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<tr>
<td>Naperville, IL 60540</td>
<td></td>
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</tr>
<tr>
<td>Contact: Ralph Burin</td>
<td></td>
<td></td>
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<tr>
<td>Candy USA</td>
<td>404-956-1088</td>
<td>Gummi Bears; Chocolate Bars; Chocolate Molded Candies; Jelly Candies</td>
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<tr>
<td>2824 Powers Ferry Rd.</td>
<td></td>
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<tr>
<td>Atlanta, GA 30339</td>
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</tr>
<tr>
<td>Contact: Jack Grady</td>
<td></td>
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<tr>
<td>Cheinco</td>
<td>609-386-2800</td>
<td>Popcorn Sold in Tins</td>
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<tr>
<td>William St.</td>
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<tr>
<td>Burlington, NJ 06016</td>
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<tr>
<td>Contact: Jim Sachs</td>
<td></td>
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<tr>
<td>General Biscuit Brands</td>
<td></td>
<td>Cookies &amp; Crackers</td>
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<tr>
<td>7777 N. Caldwell Ave.</td>
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<tr>
<td>Miles, IL 60648</td>
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<tr>
<td>Contact: Ronald Splinter</td>
<td></td>
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<tr>
<td>Gold Bond Ice Cream, Inc.</td>
<td>414-499-5151</td>
<td>Ice Cream Sandwiches; Frozen Pudding Pops; Popsicle Pops; Ice Cream Bars; Ice Cream in Cartons</td>
</tr>
<tr>
<td>909 Packard Drive</td>
<td></td>
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<tr>
<td>Green Bay, WI 54307</td>
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</tr>
<tr>
<td>Contact: Kae Rowland</td>
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# LICENSED PRODUCT PROGRAM

## FOOD AND PERSONAL CARE

**INTERNATIONAL CONSUMER BRANDS**

- **125 Monroe Turnpike**
  - Tel: 203-268-0200
  - Battery-Operated Toothbrush
  - Contact: Kari Carlson

- **THOMAS J. LIPTON CO.**
  - **800 Sylvan Ave.**
    - Tel: 201-894-4014
    - Fun Fruit
    - Englewood Cliffs, NJ 07632
    - Contact: Arlene Gerwin

- **NATURAL KIDS FOODS, INC.**
  - **5330 Derry Ave. Suite P**
    - Tel: 818-707-7766
    - Natural Fruit, Fruit Punch and Milk
    - Agoura, CA 91310
    - Shake Drinks in Aspecitic Containers
    - Contact: Don Rattner

- **QUANTASIA, INC.**
  - **390 Swift Ave.**
    - Tel: 415-952-0101
    - Character Adhesive Strips
    - S. San Francisco, CA 94083
    - Contact: Ernest Wong

- **RALSTON PURINA**
  - **Checkerboard Square**
    - Tel: 314-982-2250
    - Cereal
    - St. Louis, MO 63164
    - Contact: Dave Buck

- **REVOL**
  - **625 Madison Ave.**
    - Tel: 212-527-6030
    - Bath & Hair Care Products; Cosmetics;
      Skin Care; Fragrance; Toiletries
    - New York, NY 10022
    - Contact: Farnum Miley

- **STENCIL AIRE, INC.**
  - **800 Church St.**
    - Tel: 414-294-6544
    - Paper & Plastic Cake Stencils
    - Ripon, WI 54971
    - Contact: Jeff Franklin

- **TOPPS CO., INC.**
  - **254 36th St.**
    - Tel: 718-768-8900
    - Trading Cards; Self-Adhesive Stickers;
      Game Cards; Candy Containers;
      Chewing Gum; Bubble Gum & Confectionery Items;
      Tattoos
    - Brooklyn, NY 11232
    - Contact: Sy Berger

## GIFTS AND COLLECTIBLES

**WALLACE INTERNATIONAL**

- **175 McClellan Hwy.**
  - Tel: 617-561-2200
  - All Metals for Flatware; Banks; Comb & Brush & Cup; Resin Juvenile Tables & Chairs
  - Contact: Leonard Florence

**HOME PRODUCTS**

- **ACE NOVELTY**
  - **13434 N.E. 16th St.**
    - Tel: 206-644-1820
    - Plastic Mugs; 2-D Key Chains; Pins;
      PVC Banks; Clip-Ons; Satin Christmas Ornaments;
      Plush Chairs; Character Inflatables
  - Bellevue, WA 98009
  - Contact: Saul Gamoran

- **A LA CARTESAYDAH**
  - **4500 Campus Drive**
    - Tel: 714-756-1141
    - Beach; Bath & Hand Towels; Kitchen Textiles; Placemats; Bathmats; Bathrugs
  - Newport Beach, CA 92720
  - Contact: Allan Gindi

- **AMERICAN HERITAGE**
  - **230 Fifth Ave.**
    - Tel: 212-679-5060
    - Wooden Folding Tables & Trays
  - New York, NY 10019
  - Contact: Stuart Paul

- **AMERICAN TACK & HARDWARE**
  - **25 Robert Pl**
    - Tel: 914-352-2400
    - Plastic Light Switch Plates & Nightlights
  - Monsey, NY 10952
  - Contact: Joel Weinberg

- **BESTAR**
  - **3171 Louis Amos**
    - Tel: 514-630-5588
    - Wood Laminate Game Cabinets and Tabs; Children’s Beds; Night Tables;
      Desks; Bench; Chest
  - Lachine, Quebec 1811C4
  - Contact: Robert Gingras

- **CHINCO**
  - **599 Lexington Ave.**
    - Tel: 212-836-4779
    - Drinking Canteens
  - New York, NY 10022
  - Contact: Steve Feder

- **CREATIVE ACCESSORIES**
  - **1536 Broad St.**
    - Tel: 516-221-4438
    - Mirrors; Place Cards; Clipboards;
      Key Chains
  - Belmire, NY 11710
  - Contact: Dan Stein

- **DIALPHONE LTD.**
  - **6/F Wing Tai Centre**
    - Tel: 415-490-4380
    - Super Mario Molded Telephone
  - 12 Ht Yip St.
  - Kwan Tong Kowloon, Hong Kong
  - Contact: William Chung

- **ELECTRO-OPTIX, INC.**
  - **1711 Blount Rd.**
    - Tel: 305-973-2900
    - Wall Clocks
  - Pompano Beach, FL 33069
  - Contact: Eugene Torino

- **ELGIN CLOCK**
  - **3352 North Kenzie Ave.**
    - Tel: 312-267-4545
    - Quartz Alarm Clock; Keywound Double Bell Alarm Clock; Travel Alarm Clock;
      Quartz Molded Character Alarm Clock
  - Chicago, IL 60618
  - Contact: Richard Griffin

- **ERO INDUSTRIES**
  - **8130 N. Lehigh Ave.**
    - Tel: 708-965-3700
    - Sleeping Bags; Slumber Bags
  - Morton Grove, IL 60053
  - Contact: Jim Solarz

- **FABRI-QUILT, INC.**
  - **901 E. 14th Ave.**
    - Tel: 816-421-2000
    - Fabric in Flat & Quilted Patterns
  - N. Kansas City, MO 64116
  - Contact: John Linan
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.

SSI

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.

WORLD OF

Nintendo

Super Mario Bros.®, introduced in 1985, sold nearly 18 million units.

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

## HOME PRODUCTS

### GOLD MEDAL, INC.
1500 Commerce Rd.
Richmond, VA 23216
Contact: Jim Austin
804-233-4337 Directors Chairs

### IMAGININGS 3
6401 Gross Point Rd.
Niles, IL 60648
Contact: Sid Diamond
708-647-1377 Backpacks; Gym Bags; Roll Bags; Duffle Bags; Smocks; Wallets; Canteens; Portfolios; Wire Bound Theme Books & Memo Pads; School Kits; Belly Bags; Soft-sided Luggage; Insulated Lunch Bags; Character Shaped Plastic Straws; Wrap Around Beverage Holder w/ Velcro Closure

### INTERNATIONAL CONSUMER BRANDS
126 Monroe Turnpike
Trumbull, CT 06611-1316
Contact: Kari Carlson
203-268-0200 Battery-Operated Toothbrush

### JAMES RIVER CORP.
800 Connecticut Ave.
Norwalk, CT 06856
Contact: Kathy Shaffery
203-854-2260 5 oz. Dixie Cups & Dispensers

### JAMES W. SHEPPARD, INC.
47 Charles St.
Uniontown, PA 15481
Contact: Jim Sheppard
412-437-4951 Ceramic Thermo-Chromatic Mugs

### LEE MATTHEW ENTERPRISES
103 Godwin Ave. #128
Midland Park, NJ 07432
Contact: Bob Hamerling
201-337-2142 Hand-Held Shower Head Shaped Like Mario & Luigi

### LIBBEY GLASS
940 Ash St.
Toledo, OH 43693
Contact: Dave Mefferd
419-727-2510 Drinking Glasses; Pitchers; Canisters; Mugs; Salt & Pepper Shakers; Platters; Cereal Bowls

### MARSHALLAN IND. INC.
1971 W. 85th St.
Cleveland, OH 44102
Contact: Marshal Bedal
216-631-2400 Metal Trays & Tray Tables

### MEDO INDUSTRIES
195 W. 1st St.
Mt. Vernon, NY 10550
Contact: Mark Owens
914-664-5211 Disposable Air Fresheners

### NOW PRODUCTS
4800 W. Roosevelt Rd.
Cicero, IL 60650
Contact: Larry Caso
312-379-4000 TV Pillow; Bean Bag Chair; Video Chair; Foam Flip Chair

### PETER PAN INDUSTRIES
88 Francis St.
Newark, NJ 07105
Contact: Abe Rosenblatt
201-344-4214 Acrylic Glasses; Plastic Dinnerware

### PLAYTIME PRODUCTS
1107 Broadway, Suite 210
New York, NY 10010
Contact: Ben Morse
212-741-7222 Battery-Operated Electronic Pinball Games; Cassette Recorder & Radio; 3-D Molded Plastic Wall Hangings

### POST & SHERRYMAN
310 Fifth Ave.
New York, NY 10001
Contact: Stuart Sherman
212-354-6400 Cloth Christmas Tree Skirts, Stockings; Tablecloths; Cloth Laundry Bags

### PUPPET KOOLER INDUSTRIES
1525 Magnolia Blvd.
Sherman Oaks, CA 91403
Contact: Steve Lipman
818-784-2828 3-D Puppet Kooler Branded Can Holders

## HOME PRODUCTS

### ROSEWALL
81 Ruckman Rd.
Closter, NJ 07624
Contact: Bill Rose
201-768-2101 Wallpaper Products; Adhesive Grow Charts; Jumbo Wall Stick-Ups

### SEWARD LUGGAGE
434 High St.
Petersburg, VA 23803
Contact: Tom Goss
804-733-5111 Decorator Storage Cubes

### SIMPLICITY PATTERN CO., INC.
200 Jadison Ave.
New York, NY 10016
Contact: Judy Raymond
212-736-7420 Raincoats & Polyurethane Jackets

### SPRINGS LTD.
295 Fifth Ave.
New York, NY 10016
Contact: Bob Lorberbaum
212-689-0900 Sheets; Pillowcases; Bedspreads; Comforters; Shams; Blankets; Rugs; Curtains; Draperies; Bed Tents; Pillows & Backrests

### WALLACE INTERNATIONAL
175 McClean Hwy.
E. Boston, MA 02128
Contact: Leonard Florence
617-561-2200 All Metals for Flatware; Banks’ Comb; Brush & Cup; Resin Juvenile Table & Chairs

### WILTON ENTERPRISES
2240 W. 75th St.
Woodridge, IL 60562
Contact: Carol Rehtmeyer
708-963-7100 Cake Pans; Cake Toppers; Facemakers; Marshmallow Tops; Cookie Cutters; Candy Molds

## JEWELRY AND ACCESSORIES

### ACE NOVELTY
13434 N.E. 16th St.
Bellevue, WA 98009
Contact: Saul Gamoran
206-644-1820 Plastic Mugs; 2-D Key Chains; Pins; PVC Banks; Clip-Ons; Satin Christmas Ornaments; Plush Chairs; Character Inflatables

### AVON PRODUCTS
9 W. 57th St.
New York, NY 10019
Contact: Jane Pratt
212-546-8785 Nylon Wallet w/Lenticular Insert

### BROOKSIDE ENTERPRISES, INC.
165 Ridgedale Ave.
Cedar Knolls, NJ 07927
Contact: Ira Hermowitz
201-993-9020 Bow Bitsers

### CREATIVE ACCESSORIES
1536 Broad St.
Beimore, NY 11710
Contact: Dan Stein
516-221-4438 Mirrors; Place Cards; Clipboards; Key Chains

### HIGHPOINT KNITTING
1350 Broadway
New York, NY 10018
Contact: Thomas Sedita
212-584-7430 Knitted & Tube Socks

### IMAGININGS 3
6401 Gross Point Rd.
Niles, IL 60648
Contact: Sid Diamond
708-647-1377 Backpacks; Gym Bags; Roll Bags; Duffle Bags; Smocks; Wallets; Canteens; Portfolios; Wire Bound Theme Books & Memo Pads; School Kits; Belly Bags; Soft-sided Luggage; Insulated Lunch Bags; Character Shaped Plastic Straws; Wrap Around Beverage Holder w/ Velcro Closure

### JUST IN TIME
4600 Campus Drive
Newport Beach, CA 92660
Contact: Dan Scheuer
714-757-0177 Embroidered & Iron-On Patches

### LEE COMPANY
350 Fifth Ave.
New York, NY 10118
Contact: Jim Lieberfarb
212-244-4440 Belts & Suspenders
OAK-TECH® TEAK-TECH™

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.

WORMSER COMPANY

Wormser Clothes Nintendo fans

Boys' Nintendo sweatshirts are a leading seller for Wormser.

Official sleepwear and sportswear Nintendo licensee Wormser Co. is combining its manufacturing and marketing expertise with the dynamic appeal of Nintendo game characters.

In business for some 40 years, Wormser produces its apparel domestically, allowing for hands-on quality control plus quick reaction time to market needs.

By working closely with Nintendo, Wormser supplies retailers with the current hot characters, logos and graphics. The manufacturer produces both traditional and fashion-oriented looks that capitalize on both NES and Game Boy titles for boys, girls and adults.

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.

WORLD OF

Nintendo

Super Mario Bros. II®, introduced in 1988, sold 3.5 million units.
### Licensed Product Program

#### Jewelry and Accessories

**Michael Anthony Jewelers**  
70 S. Macquisten Parkway 914-599-9480  
mt. vernon, NY 10550  
Contact: Shelly Spack

**Nelson Industries, Inc.**  
33-00 Northern Blvd. 212-361-7720  
Long Island City, NY 11101  
Contact: Karen Weiss

**Renaissance Eyewear**  
1059 King George Rd. 201-738-0100  
Fords, NJ 08863  
Contact: Barbara Kauz

**Simplicity Pattern Co., Inc.**  
200 Cadison Ave. 212-736-7420  
New York, NY 10016  
Contact: Judy Raymond

**Universal Industries**  
5 Industrial Dr. 508-756-6101  
Mattapoisett, MA 02739  
Contact: Ken Schwartz

**Zephyr**  
2213 S. Vermont Ave. 213-328-8390  
Torrance, CA 90402  
Contact: Jeff Shecter

#### Paper Products and School Supplies

**Aladdin Industries**  
703 Murfreesboro Rd. 615-748-3302  
Nashville, TN 37210  
Contact: Mike Shimmel

**Anna Concepts, Inc.**  
352 D Central Ave. 914-472-4095  
Scarsdale, NY 10583  
Contact: Ted Nathanson

**Antioch Publishing**  
888 Dayton St. 513-767-7379  
Yellow Springs, OH 45387  
Contact: Gina Dabkowski

**Applause, Inc.**  
6101 Varial Ave. 818-992-6000  
Woodland Hills, CA 91367  
Contact: Jack Morrow

**C.A. Reed**  
7240 Shadeland Sta. #3 317-841-2625  
Indianapolis, IN 46256  
Contact: Greg Stickelmaier

**Conimar Corp.**  
P.O. Box 1509 904-732-7235  
Ocala, FL 32678  
Contact: Terry Crawford

**Creative Plastics Corp.**  
420 Lexington Ave. 212-297-6140  
New York, NY 10107  
Contact: Alan Green

**Diamond Publishing**  
6401 Gross Point Rd. 708-647-1370  
Niles, IL 60646  
Contact: Sid Diamond

**Imaginings 3**  
6401 Gross Point Rd. 708-647-1377  
Niles, IL 60646  
Contact: Sid Diamond

**Imperial Toy Corp.**  
2060 E. 7th St. 213-489-2100  
Los Angeles, CA 90021  
Contact: David Kort

**International Designs**  
5100 County Road 18 North 612-537-8400  
Minneapolis, MN 55428  
Contact: Mark Miner

**Jean Marie Creations, Inc.**  
4239-R S. 74th East Ave. 918-663-4211  
Tulsa, OK 74147  
Contact: Jean Marie Billing

**Nexoft Corp.**  
11105 Dana Circle 714-373-2072  
Cypress CA 90630  
Contact: Cliff Stibod

**One Stop Poster**  
1001 Monterey Pass Rd. 213-263-7361  
Monterey Park, CA 91754  
Contact: Joe Angard

**Paper Art Co., Inc.**  
7240 Shadeland Station #300 800-843-6818  
Indianapolis, IN 46256  
Contact: Mike Meyers

**Parker Magic Group**  
347 Congress St. 617-357-0254  
Boston, MA 02210  
Contact: Frank Macero

**Smile Makers**  
P.O. Box 2542 800-825-8085  
Spartanburg, SC 29304  
Contact: Jeff Gallaway

**Target Promotions**  
P.O. Box 1693 213-458-2152  
Santa Monica, CA 90406  
Contact: Walter Littenberg

**Western Graphics**  
3535 W. 1st Ave. 503-686-2200  
Eugene, OR 97402  
Contact: David Hamaker

#### Toys and Sporting Goods

**Acclaim Entertainment**  
169 South St. 516-922-2400  
Oyster Bay, NY 11771  
Contact: Robert Holmes

**Ace Novelty**  
1343 N.E. 16th St. 206-644-1820  
Belleveu, WA 98029  
Contact: Saul Gamoran

---

**Backpacks:** Gym Bags; Roll Bags; Duffle Bags; Smocks; Wallets; Canteens; Portfolios; Wire Bound Theme Books; Memo Pads; School Kits; Belly Bags; Soft sided Luggage; Insulated Lunch Bags; Character Shaped Plastic Straws; Wrap Around Beverage Holder w/Clear Closure

**Body Stickers:** Metallic Stickers; Scratch N Smell Stickers; Glow in The Dark Stickers

**Gift Wrap:** Paper Party Goods; Balloons; Party Favors

**Gifts:** Metal Novelty Buttons; Posters Color Packs; Bookcovers; Pencil Sharpener; Magnets; Memo Boards; Magnetic Organizers

**Gift Wrap:** Gift Wrap; Paper Party Goods; Balloons

**Greeting Cards Sold Separately:**

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**Postcards:**

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**Signs:**

---
Super Mario Micro Magic Mugs...

Abracadabra! No more guessing whether or not your hot chocolate, instant soup, coffee or tea is hot enough...no more finger dipping to see if its ready...

Call or write today

(412) 439-1265
PO Box 1055
SOURCES WHOLESALE
Mt. Pleasant PA 15666

Laserline® secures
Nintendo game cartridges

The Laserline® GPX 1500 safely holds up to 15 Nintendo game cartridges.

Nintendo players seeking to safely store their game cartridges can find satisfaction with Creative Point's Laserline® GPX 1500 storage file.

The system holds 15 cartridges and features the company's patented Secure Release Mechanism to help keep titles securely locked in place.

An official Nintendo licensed product, the GPX 1500 package simulates the identical design of the Nintendo game unit.

In addition to Laserline®, Creative Point also domestically manufactures storage files for compact discs, audio cassettes and video cassettes.

WORLD OF Nintendo™

Now Super Mario Bros. III™ introduced in 1990, expects to sell at least 7.5 million units — blowing your software sales records away!
## TOYS AND SPORTING GOODS

<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
<th>Contact</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACME PREMIUM SUPPLY</td>
<td>4100 Forest Park</td>
<td>314-531-8880</td>
<td>Plush Dolls</td>
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<td></td>
<td>St. Louis, MO 63108</td>
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<td></td>
<td>Contact: Robert Dawson</td>
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<tr>
<td>ANTHONY &amp; ASSOC.</td>
<td>Rt. 2, Box 29</td>
<td>402-478-4474</td>
<td>Mylar, Latex Balloons w/Digitized Images; Punch Balls; Playballs</td>
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<td></td>
<td>Arlington, NE 68002</td>
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<td></td>
<td>Contact: Joseph Higgins</td>
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<tr>
<td>APPLAUSE, INC.</td>
<td>6101 Varie Ave.</td>
<td>818-992-6000</td>
<td>PVC Figures; Pencil Toppers; Pencil Huggers; Erasers; Whirly Toppers; Pencils; Pencil Sharpeners; Magnets w/Clips; Memo Boards; Magnetic Organizers; Vinyl Dolls</td>
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<td>Woodland Hills, CA 91367</td>
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<td></td>
<td>Contact: Jack Morrow</td>
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<tr>
<td>C-4 MARKETING, LTD.</td>
<td>595 Lexington Ave.</td>
<td>212-836-4779</td>
<td>Drinking Canteens</td>
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<td>New York, NY 10022</td>
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<td></td>
<td>Contact: Steve Feder</td>
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<tr>
<td>E.C.U. OF AMERICA, INC.</td>
<td>26 Windsor Ave.</td>
<td>516-248-4515</td>
<td>Beach Blanket Anchors</td>
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<td>Mineola, NY 11501</td>
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<td>Contact: Rene Rivas</td>
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<tr>
<td>IMPERIAL TOY CORP.</td>
<td>2060 E. 7th St.</td>
<td>213-489-2100</td>
<td>Puffy Stickers; Sticker Albums &amp; Bubble Toys</td>
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<td></td>
<td>Los Angeles, CA 90021</td>
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<td></td>
<td>Contact: David Kort</td>
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<tr>
<td>LARGO TOYS</td>
<td>155 E. 55th St.</td>
<td>212-926-0660</td>
<td>Water-Activated Bagatelle Games; Target Sets; Plastic Bowling Sets; Bop-Bags; Ring Toss Game; Bean Bag Game; Non-Electric Hand-Held Skill Game</td>
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<td>New York, NY 10022</td>
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<td>Contact: Bernie Goodman</td>
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<tr>
<td>LIMITED EDITION PROD.</td>
<td>8150 Beverly Blvd.</td>
<td>213-653-6981</td>
<td>Playing Cards</td>
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<td>Los Angeles, CA 90048</td>
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<tr>
<td></td>
<td>Contact: Scott Kopp</td>
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<tr>
<td>MATCHBOX TOYS</td>
<td>141 W. Commercial Ave.</td>
<td>201-935-2600</td>
<td>Mini Die-Cast Cars &amp; Trucks</td>
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<td>Moonachie, NJ 07074</td>
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<td>Contact: Andy Gatto</td>
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<td>MICRO GAMES USA</td>
<td>216 Oxford Ave.</td>
<td>213-387-0214</td>
<td>Walkie Talkies</td>
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<td>Los Angeles, CA 90004</td>
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<td>Contact: Isaac Larian</td>
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<tr>
<td>MILTON BRADLEY</td>
<td>443 Shaker Rd.</td>
<td>413-525-6411</td>
<td>Trophy Figures; Board Games &amp; Puzzles</td>
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<td>E. Longmeadow, MA 01028</td>
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<td>Contact: Monica Guerra</td>
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<tr>
<td>NASTA INDUSTRIES</td>
<td>200 Fifth Ave.</td>
<td>212-929-8085</td>
<td>Wind-Ups; Mini Clip-On Speakers; Stamper Playsets; Magic Viewers; Collector Buttons</td>
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<td>New York, NY 10010</td>
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<td></td>
<td>Contact: Loren Taylor</td>
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<tr>
<td>NELSONIC INDUSTRIES, INC.</td>
<td>33-00 Northern Blvd.</td>
<td>212-361-7720</td>
<td>Game Watch</td>
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<td>Long Island City, NY 11101</td>
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<td>Contact: Karen Weiss</td>
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<tr>
<td>PLAYTIME PRODUCTS</td>
<td>1167 Broadway, Suite 210</td>
<td>212-741-7222</td>
<td>Battery-Operated Electronic Pinball Games; Cassette Recorder &amp; Radio; 3-D Molded Plastic Wall Hangings</td>
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<td>New York, NY 10010</td>
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<td>Contact: Ben Morse</td>
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## VIDEO ACCESSORIES

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<tbody>
<tr>
<td>A.L.S. INDUSTRIES</td>
<td>1942 W. Artesia Blvd.</td>
<td>213-532-9262</td>
<td>NES Cartridge Holder Made of Wood; NES Cartridge/Accessory Holder w/Drawers Made of Wood; NES Plastic Flip Cartridge Holder</td>
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<tr>
<td></td>
<td>Torrance, CA 90505</td>
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<td>Game Boy Carry Case/Pouch</td>
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<td>Contact: Richard Smith</td>
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<td>AMERICAN HERITAGE</td>
<td>230 Fifth Ave.</td>
<td>212-679-5060</td>
<td>Wooden Folding Tables &amp; Trays</td>
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<td></td>
<td>New York, NY 10019</td>
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<td></td>
<td>Contact: Stuart Paul</td>
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<tr>
<td>ATHLETIC BAG COMPANY</td>
<td>2020 Industrial Circle</td>
<td>801-972-4866</td>
<td>Carrying &amp; Storage Cases for the NES Only</td>
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<td>Salt Lake City, UT 84127</td>
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<td>Contact: Michael Herd</td>
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<tr>
<td>BESTAR</td>
<td>3117 Louis Armos</td>
<td>514-636-5588</td>
<td>Wood Laminate Game Cabinets and Tables; Children’s Beds; Night Tables; Desks; Bench; Chest</td>
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<td>Lachine, Quebec 1871C4</td>
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<td>Contact: Robert Gingras</td>
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<td>CREATIVE POINT, INC.</td>
<td>4945 Copper Court</td>
<td>415-659-8222</td>
<td>Cartridge Holder w/Patented SRM Eject System (Made of Plastic)</td>
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<td>Fremont, CA 94538</td>
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<td>Contact: Richard F. Graham</td>
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<td>CURTIS MANUFACTURING COMPANY</td>
<td>30 Fitzgerald Dr.</td>
<td>603-332-4123</td>
<td>Plastic Game Cartridge Caddy; Hard Plastic Storage Case for Game Boy &amp; Cartridges</td>
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<td>Jeffrey, NH 03452</td>
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<td>Contact: Penny Nichols</td>
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<td>DYNASOND ORGANIZER</td>
<td>1775 Old Hwy. 8, Ste. 109</td>
<td>923-635-9828</td>
<td>Video Game Organizer; Plastic Game Cartridge Holder w/Dust Cover Lid</td>
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<td>New Brighton, MN 55112</td>
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<td>Contact: Gary Jacob</td>
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<td>HELLER DESIGNS, INC.</td>
<td>41 Madison Ave.</td>
<td>212-685-4200</td>
<td>Audio Rack for NES Game Cartridges made of Vinyl Coated Steel</td>
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<td>New York, NY 10010</td>
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<td>Contact: Alan Heller</td>
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</tbody>
</table>
INDEX

ABC International Traders ........................................ 40
A.L.S. Industries ................................................................ 50
Absolute Entertainment, Inc. ......................................... 10
Acclaim Entertainment, Inc. ......................................... 10, 28
Acclaim Entertainment .................................................. 48
Ace Novelty ....................................................................... 44, 46, 48
Acme Premium Supply ................................................... 50
Activision ........................................................................ 10, 20, 28
Advanced Gravis Computer Technology, Ltd. ............. 40
A La Carte/Sayday .......................................................... 44
Alden Industries ................................................................ 44
American Heritage .......................................................... 44, 50
American Sammy Corp. .................................................. 10
American Softworks Corp. ............................................. 10
American Tack & Hardware ........................................... 44
American Technics, Inc. .................................................. 10, 32
Amstram, Inc. ................................................................... 43
Amurol Products, Inc. ..................................................... 43
Anna Concepts, Inc. ........................................................ 44
Anthony & Associates ..................................................... 50
Antloch Publishing .......................................................... 48
Applause, Inc. .................................................................. 44, 48, 50
Arcaidia Systems, Inc. ...................................................... 10, 11, 28
Asik Corp. of America ...................................................... 10
Asuka Technologies, Inc. ................................................ 10, 28
Athletic Bag Company .................................................... 50
Avon Products, Inc. .......................................................... 44
BDL Enterprises, Inc. ....................................................... 36, 40
Bandai America, Inc. ....................................................... 10, 28, 40
Beethu, Inc. ..................................................................... 40
Beetle .............................................................................. 44
Bondwell ................................................................. 40, 42, 48
Brodertobud Software, Inc. ............................................ 10, 40
Brookside Enterprises, Inc. ............................................. 46
Builet-Proof Software, Inc. ............................................. 46
C.A. Reed ................................................................. 10, 28
C.G.S. Imagesoft, Inc. ...................................................... 10, 32, 33
C-4 Marketing, Ltd. ........................................................ 44, 50
Candy USA .................................................................... 43, 45
Capcom USA, Inc. ........................................................... 10, 28
Changes ............................................................................ 43
Chenico ................................................................. 43, 44
Connor Corp. .................................................................. 48
Creative Accessories ....................................................... 44, 46
Creative Plastics Corp. ..................................................... 48
Creative Point, Inc. .......................................................... 49, 50
Cultura Brain USA, Inc. .................................................. 10
Curts Mfg. Co. ................................................................ 50
Data East USA, Inc. ........................................................ 16, 34
Dieau, Ltd. ..................................................................... 42, 44
Diamond Publising ........................................................ 48
Die Enterprises ................................................................ 43
Dileto .............................................................................. 43
Dynamics Organizer ........................................................ 42, 50
E.C.U. of America ............................................................ 44, 50
Electro Brain Corp. .......................................................... 16, 34
Electronic Arts ................................................................. 16
Electro-Optix, Inc. ............................................................ 44
Elgin Clock ................................................................. 44
Eminx America Corp. .................................................... 14, 46
Ero Industries .................................................................. 44
FCI ................................................................................. 16, 23, 34
Fabri-Quilt, Inc. ............................................................... 44
Gamebowl, Inc. ............................................................... 16, 34
General Biscuit Brands ................................................ 43, 49
Gold Bond Ice Cream, Inc. ........................................... 43
Gold Medal, Inc. ............................................................... 46
Hal America, Inc. ............................................................. 16, 17, 34
Hal Leonard Publishing Corp. ...................................... 43
Harry N. Abrams, Inc. ..................................................... 43
Heller Designs, Inc. ........................................................ 51
Highpoint Knitting .......................................................... 43, 46
Hi-Tech Expressions ...................................................... 16, 34, 37
Hot-B USA, Inc. .............................................................. 16
Hudson Soft USA, Inc. ................................................... 16, 40
INTV Corporation .......................................................... 16, 40
IREM America Corp. ..................................................... 16, 34
Ice Capades ................................................................. 43, 46
Imaginings ................................................................. 46, 48
Imperial Toy Corp. .......................................................... 48, 50
International Consumer Brands .................................. 44, 46
International Designs ..................................................... 48
JTG of Nashville ............................................................. 43
JVC Musical Ind. ............................................................. 16
Jaleco USA ................................................................. 16, 34
James River Corporation ................................................ 46
James W. Smith ............................................................... 44, 46
Jean Marie Creations, Inc. ............................................ 46
Just In Time ................................................................. 46
Keno-Seika Corp. ............................................................. 16, 29, 34
Klass Manners ............................................................... 43
Kija, Inc. ....................................................................... 43
Koei Corporation ............................................................ 22
Konami, Inc. ................................................................. 22, 34
LJin, Ltd. ....................................................................... 22, 34, 40
Lake Tahoe Polo Network .............................................. 43
Largo Toys ................................................................. 50
Lee Company ............................................................... 43, 46
Lee Matthew Enterprises ............................................... 46
Libbey Glass ............................................................... 46
Limited Edition Prod. .................................................... 50
Little Laurel of Calif. ..................................................... 43
Marshian Industries, Inc. ............................................... 46
Matchbox Toys ............................................................. 22, 50
Mattel, Inc. ................................................................. 22, 40
Medo Industries ............................................................. 46
Meldac of America ......................................................... 22, 34, 38, 39
Michael Anthony Jewellers ........................................... 48
Micro Games USA ........................................................ 50
Milton Bradley Co. .......................................................... 22, 34, 50
Mindscapes .............................................................. 22, 34, 35
NTVIC ................................................................. 22
Nantucket Industries ..................................................... 43
Nasta Industries ............................................................ 50
Natsame ................................................................. 48, 50
Natural Kids Foods, Inc. ............................................... 44
Nelsonic Industries, Inc. ................................................. 48, 50
Nexsoft Corp. ................................................................. 12, 13, 14, 15, 22, 24, 40, 46, 51
Oblion Company, The ................................................. 43
One Stop Poster .......................................................... 48
Paper Art Co., Inc. ........................................................ 48
Paper Magic Group ....................................................... 48
Parker Brothers ............................................................. 22
Patti Marsh Productions ................................................ 43
Peter Pan Industries ....................................................... 46
Plaid Enterprises ........................................................... 46, 50
Playtime Products, Inc. ................................................ 46, 50
Post & Sherman ............................................................ 44, 46
Pride Plastics, Inc. .......................................................... 47, 51
Puppet Kooler Industries ................................................ 44
Quantaasis, Inc. ............................................................. 44
Ralsdon Purina ............................................................. 44
Ramaginoy Toys, Inc. ..................................................... 50
Renaissance Eyewear ................................................... 43, 48
Revion ................................................................. 44, 48
Romstar, Inc. ............................................................... 22, 34
Rosewall ................................................................. 48, 49
SNK Corp. of America .................................................. 22, 34
Seta USA, Inc. .............................................................. 18, 19, 22, 34
Seward Luggage ........................................................... 46
Sharp Electronics Corp. ............................................... 40
Shirt Shop, Inc. .............................................................. 43, 45
Simplicity Pattern Co., Inc. ........................................... 46, 48
Smile Makers .............................................................. 48
Sofle Corporation .......................................................... 50
Software Toolworks, The ............................................. 8, 9, 22, 34
Spectra Star Kites .......................................................... 50
Springs Industries .......................................................... 46
Square Soft, Inc. ........................................................... 22, 30, 31, 34
Stencil Air, Inc. .............................................................. 44
Suncoo Products, Inc. .................................................... 50
Suncom ................................................................. 40, 51
Sunsoft ................................................................. 28, 34
System seven, Inc. ........................................................ 28, 34
T.H.Q., Inc. ................................................................. 28
Taito Software, Inc. ....................................................... 21, 28, 34
Tara Toy Corporation ................................................... 51, 45
Target Promotions ........................................................ 51
Taycan USA Corp. ........................................................ 26, 27, 28
Tek-Tek ................................................................. 47, 51
Tecno, Inc. ................................................................. 28, 40, 41
Thomas J. Lipton Co., Inc. .............................................. 44
Tiger Electronics ............................................................ 50
Toho Co., Ltd. ............................................................... 24, 28, 40
Topps Company, Inc. .................................................... 44
Tradewest, Inc. ............................................................. 28, 40
Ultra Software Corp. ..................................................... 28, 40
Union Underwear .......................................................... 43
Universal Industries ....................................................... 43, 46
Vic Tokai, Inc. ............................................................... 28, 40
View-Master International ............................................ 50
Voyager Argent Comm. ................................................ 43
Wallace International ..................................................... 44, 46
Western Graphics .......................................................... 43, 46
Western Publishing ........................................................ 43
Wiltron Enterprises ......................................................... 44
Wormser Company ......................................................... 43, 46, 47
Zephyr ................................................................. 43, 48

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51
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