

Pricing

MATTEL ELECTRONICS

A Division of Mattel, Inc.

5150 Rosecrans Avenue

Hawthorne, California 90250

PORTABLE ELECTRONIC PRODUCTS CES LINE

STOCK NO.	DESCRIPTION	STD. PACK	EST. WT.	CUBE PER MASTER CARTON	COST
ACTION SERIES					
5152	Space Battle	6	4.5	.43	\$27.00
5410	Armor Battle	6	1.5	.26	19.00
5422	Long Bomb Football	6	1.5	.26	19.00
5171	Formula Racer	6	1.5	.26	19.00
5409	Pocket Dungeons & Dragons	6	1.3	.21	16.00
5264	Competition Football	6	2.0	.44	14.00
STRATEGY					
1777	Computer Backgammon	4	2.4	.14	60.00
1991	Dungeons & Dragons Computer Labyrinth Game	6	2.1	1.63	36.00
1992	Computer Chess	4	2.4	.24	80.00
SPORTS					
3201	World Championship Baseball	4	2.0	.44	49.90
3202	World Championship Football	4	2.0	.44	49.90
HEALTH ENHANCEMENT					
3630	Diet Trac	4	3.0	—	36.00
SYNSONICS ELECTRONIC DRUMS					
5281	Synsonics Drums	2	6.0	.36	80.00

PRICES: All orders accepted are subject to billing at prices prevailing at the time of shipments. Prices and availability are subject to change without notice.

TERMS: F.O.B. Factory Freight Collect. Mattel Electronics reserves the right to ship from any warehouse where product is available.

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CES EDITION — JANUARY 1982

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INTELLIVISION

Intelligent Television

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STOCK NO.	DESCRIPTION	STD. PACK	EST. WT.	CUBE PER MASTER CARTON	COST
HARDWARE					
2609	INTELLIVISION — Intelligent Television w/Las Vegas Poker & Blackjack Cartridge	6	45.0	3.90	\$191.10
SOFTWARE					
1118	Las Vegas Roulette	6	3.0	.18	\$10.01
1120	Checkers	6	3.0	.18	10.01
1122	The Electric Company Word Fun	6	3.0	.18	10.01
2611	Las Vegas Poker & Blackjack	6	3.0	.18	10.01
2613	The Electric Company Math Fun	6	3.0	.18	10.01
1119	ABPA Backgammon	6	3.0	.18	13.20
5301	Frog Bog	6	3.0	.18	13.20
5303	Card Fun	6	3.0	.18	13.20
5304	Reversi	6	3.0	.18	13.20
1114	NHL Hockey	6	3.0	.18	15.93
1123	Horse Racing	6	3.0	.18	15.93
1683	NASL SOCCER	6	3.0	.18	15.93
1814	Tennis	6	3.0	.18	15.93
1816	PGA Golf	6	3.0	.18	15.93
3760	Triple Action	6	3.0	.18	15.93
5356	Pin Ball	6	3.0	.18	15.93
1113	Auto Racing	6	3.0	.18	19.11
1121	Armor Battle	6	3.0	.18	19.11
1817	U.S. Ski Team Skiing	6	3.0	.18	19.11
1819	Boxing	6	3.0	.18	19.11
2610	NFL Football	6	3.0	.18	19.11
2612	Space Battle	6	3.0	.18	19.11
2614	Major League Baseball	6	3.0	.18	19.11
2615	NBA Basketball	6	3.0	.18	19.11
3333	PBA Bowling	6	3.0	.18	19.11
3408	<i>New!</i> Sub-Hunt	6	3.0	.18	19.11
3605	Astros mash	6	3.0	.18	19.11
3758	Snafu	6	3.0	.18	19.11
3759	Space Armada	6	3.0	.18	19.11
5391	<i>New!</i> Tron Deadly Disc	6	3.0	.18	19.11
5392	<i>New!</i> Tron Mazatron	6	3.0	.18	19.11
1818	Sea Battle	6	3.0	.18	22.75
3410	<i>New!</i> Dungeons & Dragons	6	3.0	.18	22.75
5136	<i>New!</i> Space Hawk	6	3.0	.18	22.75
5149	<i>New!</i> Utopia	6	3.0	.18	22.75
5161	<i>New!</i> Star Strike	6	3.0	.18	22.75
5305	<i>New!</i> Night Stalker	6	3.0	.18	22.75
5300	<i>New!</i> Minotaur	6	3.0	.18	25.48
5302	<i>New!</i> Land Battle	6	3.0	.18	25.48
3412	<i>New!</i> Chess	6	3.0	.18	31.85

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INTELLIVISION

Intelligent Television — Intellivoice

STOCK NO.	DESCRIPTION	STD. PACK	EST. WT.	CUBE PER MASTER CARTON	COST
HARDWARE					
3330	Intellivoice — (Voice Synthesis Module)	6	12	.58	\$50.05
SOFTWARE					
3416	Space Spartans	6	3.0	.18	\$25.48
3883	Bomb Squad	6	3.0	.18	25.48
3884	B-17 Bomber	6	3.0	.18	25.48
5393	TRON Solar Sailor	6	3.0	.18	25.48

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MATTEL ELECTRONICS

AGENDA

January 4, 1982

7:45 - 8:40	CONTINENTAL BREAKFAST	MEZZANINE
8:40 - 9:00	OPENING/OVERVIEW	BALLROOM A&B
9:00 - 9:10	OPENING REMARKS	FRANK O'CONNELL
9:10 - 9:40	PORTABLE ELECTRONIC PRODUCTS	MIKE SHEA
9:40 - 9:55	EDUCATIONAL PRODUCTS	GERRY FRIED
9:55 - 10:10	BREAK	MEZZANINE
10:10 - 11:00	INTELLIVISION	BILL GILLIS
11:00 - 11:15	SALES FILM	
11:15 - 11:30	REMARKS	RICHARD W. HOAG
11:45 - 12:30	LUNCH	TERRACE ROOM
12:30 - 5:30	WORKSHOPS—A, B, C (details below)	
12:30 - 2:00	EASTERN REGION/JERRY WEISS SOUTHERN REGION/STEVE BERNSTEIN	BALLROOM A&B (SLS. ADM.) ("A")
12:30 - 2:00	MIDWESTERN REGION/DAVE COMBS WESTERN REGION/TOM STESKAL	BALLROOM D (PORTABLES/ EDUCATIONAL PRODUCTS) ("B")
12:30 - 2:00	NATIONAL ACCOUNTS/STEVE GENUER RETAIL MERCHANTISERS/LESLIE NEFF	BALLROOM C (VIDEO) ("C")
2:10 - 3:40	NATIONAL ACCOUNTS/STEVE GENUER RETAIL MERCHANTISERS/LESLIE NEFF	BALLROOM A&B (SLS. ADM.) ("A")
2:10 - 3:40	EASTERN REGION/JERRY WEISS SOUTHERN REGION/STEVE BERNSTEIN	BALLROOM D (PORTABLES/ EDUCATIONAL PRODUCTS) ("B")
2:10 - 3:40	MIDWESTERN REGION/DAVE COMBS WESTERN REGION/TOM STESKAL	BALLROOM C (VIDEO) ("C")
3:50 - 5:20	MIDWESTERN REGION/DAVE COMBS WESTERN REGION/TOM STESKAL	BALLROOM A&B (SLS. ADM.) ("A")
3:50 - 5:20	NATIONAL ACCOUNTS/STEVE GENUER RETAIL MERCHANTISERS/LESLIE NEFF	BALLROOM D (PORTABLES/ EDUCATIONAL PRODUCTS) ("B")
3:50 - 5:20	EASTERN REGION/JERRY WEISS SOUTHERN REGION/STEVE BERNSTEIN	BALLROOM C (VIDEO) ("C")
5:30 - 5:40	CLOSE (BALLROOM A&B)	JOSH DENHAM
6:00 - 7:30	COCKTAIL/RECEPTION	TERRACE ROOM

MATTEL ELECTRONICS

AGENDA

January 5, 1982

ATTENDEES: Field Sales Only

SOUTHERN REGION—BALLROOM B
STEVE BERNSTEIN

- Roman Sales
- Cartwright & Bean
- Key Marketing
- Tag Marketing

EASTERN REGION—BALLROOM C
JERRY WEISS

- Sound Merchandise
- Super People
- Stan Axelrod Associates
- Berberian Patterson Associates
- DiVincent Associates
- Target Sales

WESTERN REGION—PATIO ROOM
TOM STESKAL

- Direct Sales Force
- RDA Sales
- B & B Electronics

MIDWESTERN REGION—BALLROOM D
DAVE COMBS

- Cornelius J. McNulty
- Bobenhouse Marketing
- Felsen-Moscoe
- J. Malcolm Flora
- William Linz Associates

8:30 - 8:45AM

OPENING REMARKS

REGIONAL MANAGER

8:45 - 10:00AM

REVIEW **IN DETAIL ALL**
POLICIES WITH Q & A'S
COMMENTARY

10:00 - 10:15AM

BREAK

10:15 - 12:10PM

REVIEW **ALL** PRODUCT POSITIONING
AND **ALL** PROMOTIONAL PROGRAMS

12:00 - 1:00PM

LUNCH

TERRACE ROOM

1:00 - 3:00PM

SEPARATE REGIONAL BUSINESS,
i.e., GOALS, BOOTH REPORT
FORM, ETC.

3:00 - 5:00PM

"THE SALE" - THE SALE BULLETS
AND PRODUCT BULLETS