

# 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
<b>ACTION SERIES</b>					
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
<b>STRATEGY</b>					
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
<b>SPORTS</b>					
3201	World Championship Baseball	4	2.0	.44	49.90
3202	World Championship Football	4	2.0	.44	49.90
<b>HEALTH ENHANCEMENT</b>					
3630	Diet Trac	4	3.0	—	36.00
<b>SYNSONICS ELECTRONIC DRUMS</b>					
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
<b>HARDWARE</b>					
2609	INTELLIVISION —Intelligent Television w/Las Vegas Poker & Blackjack Cartridge	6	45.0	3.90	\$191.10
<b>SOFTWARE</b>					
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
<b>HARDWARE</b>					
3330	Intellivoice — (Voice Synthesis Module)	6	12	.58	\$50.05
<b>SOFTWARE</b>					
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 GENUSER RETAIL MERCHANTISERS/LESLIE NEFF	BALLROOM C (VIDEO) ("C")
2:10 - 3:40	NATIONAL ACCOUNTS/STEVE GENUSER 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 GENUSER 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 <u>DETAIL ALL</u> POLICIES WITH Q & A'S COMMENTARY	
10:00- 10:15AM	BREAK	
10:15- 12:10PM	REVIEW <u>ALL</u> PRODUCT POSITIONING AND <u>ALL</u> 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	