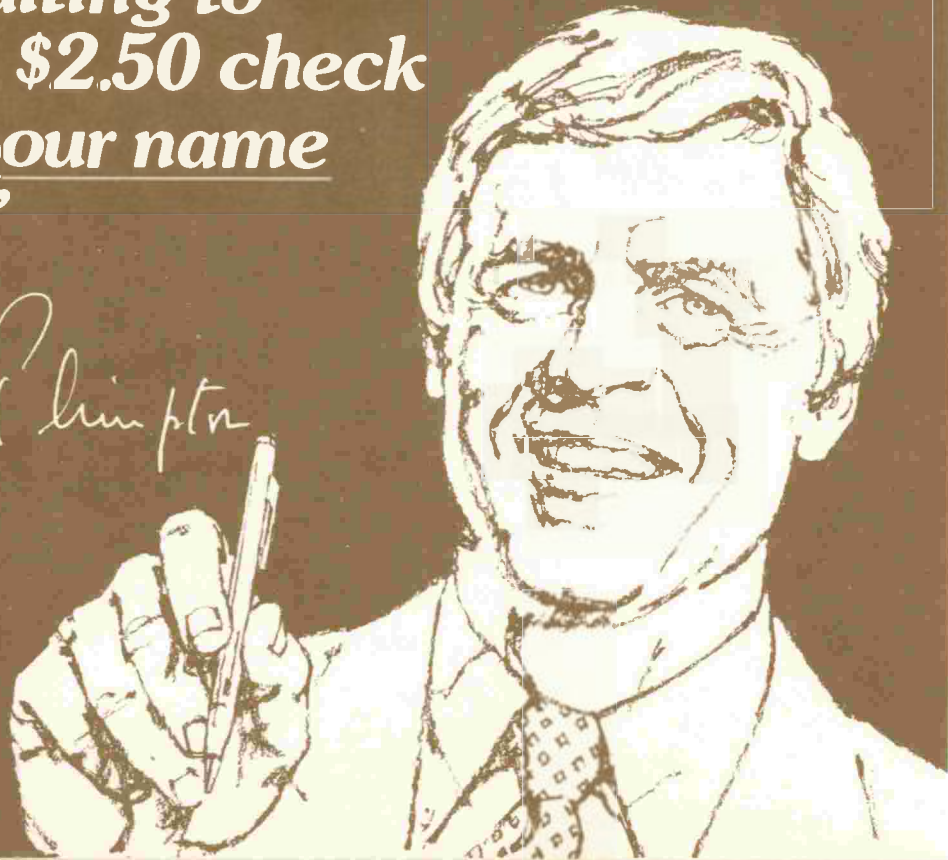


**"I'm waiting to
sign a \$2.50 check
with your name
on it!"**

Jerry Plimpton



NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 1561 DENVER, COLORADO

POSTAGE WILL BE PAID BY ADDRESSEE

MATTEL ELECTRONICS
P.O. Box 17428
Denver, Colorado 80217

Market Research Department

Please do not send any products or correspondence to this address

1149-0770G1



Please fold here.

12. What is your occupation? (check one)

25. Art & Antiques



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Please fold here.

12. What is your occupation? (check one)

- 1. Homemaker
- 2. Physician/Dentist
- 3. Professional/Technical
- 4. Upper Mgt./Administrator
- 5. Craftsman/Tradesman
- 6. Clerical/White Collar
- 7. Sales/Service/Middle Mgt.
- 8. Retired
- 9. Student

13. Which of the following interests and hobbies do you and your family enjoy?

- 1. Tennis
- 2. Golf
- 3. Snow Skiing
- 4. Running/Jogging
- 5. Camping/Hiking
- 6. Hunting/Shooting
- 7. Fishing
- 8. Bicycling
- 9. Racquetball
- 10. Sailing/Boating
- 11. Motorbiking/Motorcycling
- 12. Home Video Games
- 13. Physical Fitness/Exercise
- 14. Home Video Recording
- 15. Recreational Vehicle/4-WD
- 16. Photography
- 17. CB Radio
- 18. Home Workshop/Do-It-Yourself
- 19. Gardening/Plants
- 20. Electronics
- 21. Automotive Work
- 22. Sewing/Needlework
- 23. Crafts
- 24. Collectibles/Collections

- 25. Art & Antiques
- 26. Stereo Music Equipment
- 27. Foreign Travel
- 28. Attending Cultural/Arts Events
- 29. Gourmet Foods/Cooking
- 30. Health/Natural Foods
- 31. Wines
- 32. Fashion Clothing
- 33. Home Furnishings/Decorating
- 34. Records & Tapes
- 35. Avid Book Reading
- 36. Science Fiction
- 37. Astrology/Occult
- 38. Stock/Bond Investments
- 39. Real Estate Investments
- 40. Self Improvement Programs
- 41. Community/Civic Activities
- 42. Breeding Dogs
- 43. Raising Cats
- 44. Raising Horses
- 45. Stamp Collecting
- 46. Coin Collecting
- 47. Wildlife/Environmental Issues

We appreciate your taking time to complete this card; the information provided will help us serve you better in the future. We participate in a multi-company program whereby you can receive mailings and information about products and services related to the interest areas and other information you have indicated above. Please check here if you would prefer not to learn about such products and services.

If you have comments or suggestions about our product, please write to:

Consumer Affairs Dept.
Mattel Electronics
5150 Rosecrans Ave.
Hawthorne, Calif. 90250



**A \$2.50 check
towards your next
Intellivision™ Intelligent Television
cartridge or cassette
purchase!**

- Send us your completed purchase registration card.
- We'll send you a \$2.50 check good at participating Mattel retailers towards your next purchase of an Intellivision cartridge or cassette.

ENJOY!
Geary R. Plimpton

Please detach this panel before mailing.

(Reproductions of this card will not be accepted.)

PURCHASE REGISTRATION CARD

1. 1. Mr. 2. Mrs. 3. Ms. 4. Miss

96E

First Name	Initial	Last Name
[Grid for name entry]		
Street	Apt. No	
[Grid for address entry]		
City	State	Zip
[Grid for city, state, zip entry]		

2.

Model No.	1	1	4	9	Seria No.	[Grid]	Date of purchase:	[Grid]	[Grid]	[Grid]
							Mo.	Day	Yr.	

3. Where was this Intellivision component purchased?

- Department store
- Discount store
- T.V. or appliance store
- Electronics or computer store
- Catalog showroom
- General merchandise store (Penney's, Sears, Wards, etc.)
- Mail order
- Toy, hobby, craft store
- Received as a gift
- Other

6. Month and year of your birth:

[Grid]	[Grid]	1	9	[Grid]	[Grid]
Mo.	Yr.				

7. Marital status:

1. Married 2. Unmarried

8. Which group best describes your family income:

PURCHASE REGISTRATION CARD

1. 1. Mr. 2. Mrs. 3. Ms. 4. Miss

96E

First Name	Initial	Last Name	
Street			Apt. No
City		State	Zip

2.

Model No.	1 1 4 9	Serial No.		Date of purchase:	
				Mo.	Day
					Yr.

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- 4. Electronics or computer store
- 5. Catalog showroom
- 6. General merchandise store (Penney's, Sears, Wards, etc.)
- 7. Mail order
- 8. Toy, hobby, craft store
- 9. *Received as a gift*
- 10. Other store:

4. Did you own an Intellivision game unit prior to the purchase of the keyboard?

1. Yes 2. No, I purchased the game unit at the same time as the keyboard.

5. Please circle the A next to each cassette you purchased (received) with your Intellivision; please circle the B next to each cassette you plan to buy within the next 12 months.

Cassettes

- 1. A B Conversational Spanish
- 2. A B Stock Analysis
- 3. A B Physical Conditioning
- 4. A B Astrology
- 5. A B BASIC Computer Language
- 6. A B Music
- 7. A B Family Budgeting
- 8. A B Conversational French
- 9. A B Crosswords 1
- 10. A B Crosswords 2
- 11. A B Crosswords 3
- 12. A B Geography
- 13. A B Super NFL Football

6. Month and year of your birth:

		1	9		
Mo.		Yr.			

7. Marital status:

1. Married 2. Unmarried

8. Which group best describes your family income:

- 1. Under \$10,000
- 2. \$10,000-\$14,999
- 3. \$15,000-\$19,999
- 4. \$20,000-\$24,999
- 5. \$25,000-\$29,999
- 6. \$30,000-\$34,999
- 7. \$35,000-\$39,999
- 8. \$40,000-\$44,999
- 9. \$45,000-\$49,999
- 10. \$50,000 & over

9. Do you have any children in any of the following age groups who are living at home?

- 1. None
- 2. Underage 2
- 3. Age 2-4
- 4. Age 5-7
- 5. Age 8-10
- 6. Age 11-12
- 7. Age 13-15
- 8. Age 16-18

10. For your primary residence, do you:

- 1. Own a house?
- 2. Rent a house?
- 3. Own a townhouse/condominium?
- 4. Rent an apartment?

11. Which of the following types of credit cards do you use?

- 1. Travel/Entertainment (American Express, Diners Club, Carte Blanche)
- 2. Bank (Master Charge, Visa)
- 3. Gas, department store, etc.
- 4. None of the above

(over)

Seal card here.

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