



CLIENT: COLECO INDUSTRIES

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Press Release

COLECO VERSUS MATTEL

IN ELECTRONIC FOOTBALL COMMERCIAL

HARTFORD, CT -- In a hard-hitting, more-football-for-the-money TV commercial on prime time, Coleco pits its Electronic Quarterback game against Mattel's Football I, and comes out a winner.

"We've got the goods, so we're going to make the comparison," says Arnold C. Greenberg, Coleco's President.

The 30-second spot first aired on NBC's "Eischied" on December 7, quickly scores points through a humorous exchange between two actors dressed as the Coleco and Mattel games themselves. Coleco's Electronic Quarterback explains how he starts in the backfield and follows his blockers (Mattel runs from the line of scrimmage and has no blockers), then goes on to other--Coleco-only--salient features.

The TV spot will air on three other, NBC prime-time programs throughout December: Sports World, the Fiesta Bowl and Prime Time Sunday; together with spot support in the top TV markets.

Produced by Richard & Edward's Inc., Coleco's advertising agency, the new commercial aims to gather a larger

(more)

share of the half-billion dollars in electronic games sales expected by year's end. Mattel is Coleco's prime sales competitor in football, the category that far outstrips other sports games in the electronic sports field.

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Colloco

ELECTRONIC
QUARTERBACK

MATEL ELECTRONICS

FOOTBALL I