



**WARNER COMMUNICATIONS INC.**

**Press Release**

FOR IMMEDIATE RELEASE

ATARI INC., DIVISION OF WARNER COMMUNICATIONS INC.,  
ENTERS PERSONAL-HOME COMPUTER INDUSTRY

New York. - Atari Inc., a division of Warner Communications Inc. and the nation's leading manufacturer of sophisticated computer-controlled video games, is entering the personal-home computer industry, it was announced today by Emanuel Gerard, Office of the President, WCI.

Atari will shortly introduce two new personal computer systems that have been developed for use by both those people with no prior computer experience and those with experience and sophisticated needs and requirements.

Mr. Gerard said, "The ATARI-400™ Personal Computer, the general purpose system and the ATARI-800™ Personal Computer, a specialized system, allows consumers to reap the benefits of the computer revolution in their own homes and offices, at affordable prices."

The Atari Personal Computer Systems were created over three years and thousands of man-hours of research and development at Atari's Sunnyvale Research and Development Center. Mr. Gerard stated, "These Personal Computer Products are a natural evolution of Atari's technological expertise, planning and ongoing consumer research."

According to Michael Shea, Atari Marketing Director, "Atari, by introducing its line of personal computers, is the first major consumer

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electronics manufacturer to demonstrate a commitment to the three paramount needs of both the consumer and retailer: effective hardware; effective software; and effective peripheral components."

The Atari line of personal computers will have a substantial library of computer software consisting of applications such as: Personal Financial Management; Income Tax Preparation; Household and Office Record Keeping; Computer Aided Instruction in over 20 subject areas, including Math, English, History, Literature, Economics, Psychology, Auto Mechanics and many others.

Besides this use, in the entertainment sphere Atari will offer a sophisticated series of action and thinking games for one to four players, such as Basketball, Chess, Life, and a variety of simulation games including Kingdom, Lemonade Stand, Fur Trader and Stock Market. The Atari Program Library will be continuously expanded by a full-time staff of professional programmers.

The Atari computers contain unique electronics design featuring custom integrated circuits for superior color graphics display, superior sound and music synthesis, slots for instantaneous use of preprogrammed solid state cartridges and compatibility with a custom tape recorder for program storage and retrieval. They are UL Approved and connect directly to a standard color or black and white television.

Both the ATARI-400 <sup>TM</sup> System and the ATARI-800 <sup>TM</sup> System are programmable by the user in the most popular language for personal computers, BASIC. Other programming languages will become available on preprogrammed solid state cartridges.

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The general purpose ATARI-400™ System allows an easy transition from video games to a full-fledged personal computer. The System features a 57 key monopanel keyboard, single cartridge slot for solid state programs of up to 8,000 bytes of memory, cassette recorder capability and an internal audio speaker.

The specialized ATARI-800™ System features dual cartridge capability, user expandable random access memory up to 48,000 bytes, a series of optional peripheral devices including a high speed floppy disc for mass data storage and retrieval, and a 40-column printer utilizing standard paper. The versatile and expandable nature of the ATARI-800™ System allows the consumer to select components tailored to their specialized needs. Other peripheral devices, including telecommunications capabilities are currently under development.

Warner Communications Inc. is engaged in the communications and entertainment businesses through operations in recorded music and music publishing (Warner Bros. Records, Elektra/Asylum Records, Atlantic Records, WEA Corp., WEA International and Warner Bros. Music), motion pictures and television (Warner Bros. Pictures, Warner Bros. Television, Panavision and Licensing Corporation of America), publishing and related distribution (Warner Publishing, Warner Books, Independent News, Mad Magazine, DC Comics), cable communications (Warner Cable), toys and electronic games (Atari, Inc., Knickerbocker Toy and Malibu Grand Prix), fragrances (Warner/Lauren), and sports (Cosmos soccer).

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