

Contact: Amelia Edgar/Jo Hunt
DeLyon-Hunt & Associates
1444 Aviation Blvd., Suite 101
Redondo Beach, CA 90278
310/374-6893
amelia@delyon-hunt.com

FOR IMMEDIATE RELEASE

BACK BY POPULAR DEMAND, INTELLIVISION™ ROCKS ON!

Sequel CD-ROM Features More Classic Favorites and Previously Unreleased Games

LAS VEGAS (July 29, 2000) – Intellivision Productions, Inc., the company that brought Intellivision back to life with the Intellivision Lives! CD-ROM, introduces the next must-have in retro video games. Intellivision Rocks!, the sequel to the popular Intellivision Lives! CD-ROM, will be previewed at the 2000 Classic Gaming Expo and will become available on the company's web site on Oct. 31. The introduction of Intellivision Rocks! also coincides with the 20th anniversary of Intellivision, which the company will celebrate in its booth at the Expo.

Intellivision Rocks! will contain more of the games Intellivision fans enjoyed playing on their console systems, including those produced by Activision, Imagic and Mattel Electronics. Games on the CD-ROM include: Beamrider, Dreadnaught Factor, Happy Trails, Microsurgeon, Truckin', Dracula, B-17 Bomber and Mind Strike. It will also contain bonus audio tracks of the theme music of classic games, including "Surfing on Thin Ice," which can be downloaded for free on www.MP3.com/Intellivision. The CD-ROM's audio tracks can be played in a regular CD player, allowing users to listen to their favorite theme music at home, in the car, or on the go.

"When we were programming at Mattel, naturally we checked out the Intellivision games that Activision and our other competitors were doing," said Keith Robinson, president, Intellivision Productions, Inc. and an original programmer of Intellivision games and systems. "And here's the secret: We loved a lot of those games and wished we had done them. We're excited that now we'll be able to release these games on Intellivision Rocks!"

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INTELLIVISION ROCKS!

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In celebration of all retro games, Intellivision Productions has expanded its online store, called Retrotopia, to carry Atari and Colecovision games in addition to Intellivision products.

Intellivision Rocks! will contain:*

- Beamrider, Dreadnaught Factor, Happy Trails, Pitfall, River Raid, Stampede, Worm Whomper and Robot Rumble (previously unreleased) by Activision.
- Atlantis, Beauty and the Beast, Demon Attack, Dracula, Dragonfire, Fathom, Ice Trek, Microsurgeon, Nova Blast, Safecracker, Swords and Serpents, Tropical Trouble, Truckin' and White Water! by Imagic.
- Intellivision Intellivoice Speech Module games: B-17 Bomber and Bomb Squad.
- Intellivision Entertainment Computer System games: Mind Strike and World Series Baseball.

After the fall of Mattel Electronics, the maker of Intellivision, the game programmers (coined the Blue Sky Rangers), who were friends as well as coworkers, remained in touch. Annual reunions and newsletters kept the Rangers informed of each other's goings on, but the world heard little of them. The Blue Sky Rangers had a unique story to tell, so in 1995, Ranger Keith Robinson created the Blue Sky Ranger web site to help share their story. Because of the massive traffic and numerous requests for a way to play retro Intellivision games on today's computers, Robinson and fellow Ranger Stephen Roney founded Intellivision Productions, Inc. in 1996. They bought the rights to the Intellivision system and games and made them PC and Macintosh compatible for millions to relive the excitement of Intellivision. Knowing the popularity of retro games, the company has expanded its newly named Retrotopia sales site to include Atari and Colecovision games in addition to Intellivision products. For more information on Intellivision or other retro games and systems, please visit the company web site at www.intellivisionlives.com.

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*Included titles are subject to change.