



Contact: Natalie Ness/Joshua Stecker  
DeLyon-Hunt & Associates  
1444 Aviation Blvd., Suite 101  
Redondo Beach, CA 90278  
(310) 374-6893  
[natalie@delyon-hunt.com](mailto:natalie@delyon-hunt.com)

Liz Pieri  
THQ/Media Relations  
818/871-5061

**FOR IMMEDIATE RELEASE**

## **YOU CAN TAKE IT WITH YOU: CLASSIC INTELLIVISION VIDEO GAMES GO HIGH-TECH WITH PLAY ON CELLULAR PHONES**

*Intellivision Productions Partners with THQ to Make Games Available on Motorola Phones for Nextel Subscribers; Games Coming Soon to Sprint Users*

**LOS ANGELES (May 14, 2003)** – Low-tech meets high-tech as never before. Although seemingly dated with the advent of computer technology and advanced graphics, classic Intellivision games are in vogue once again and ready for play on today’s hottest and must-have accessory: a cellular phone. Cell phone graphics have advanced yet remain limited, making them perfect for classic Intellivision games. Children of the 1980s can now relive fond Intellivision memories of Astrosmash, Night Stalker and more, whether in line at the bank or post office, or on a commuter train. Nextel and Sprint subscribers can now download the games for play on select Motorola phones.

“Unlike today’s video games that can be played for hours, these old school Intellivision games were designed to be easy, fun and most importantly, fast, making them perfect for play on a cell phone,” said Keith Robinson, president/co-founder of Intellivision Productions, Inc. and an original game programmer for Intellivision. “If you think about how many times we stand in line or wait for appointments, it’s quite a bit. How great would it be to get in a quick round of Astrosmash while waiting for the doctor to see you? I think it’s just what the doctor ordered!”

The games’ mobility is a result of Intellivision Productions, Inc., which brought Intellivision back to life with the Intellivision Lives! and Intellivision Rocks! CD-ROMs, joining forces with THQ Wireless. THQ has the rights to publish wireless games based on more than 50 Intellivision titles, including Utopia, Night Stalker, Space Battle, Space Armada, Shark! Shark!, Armor Battle, Triple Action and Astrosmash. Intellivision games were developed for wireless applications using the Java 2 Platform, Micro Edition (J2ME™).

## INTELLIVISION-THQ

2-2-2

“Intellivision was one of the first real players in the gaming industry, creating numerous classics in the 1980s,” said Doug Dyer, general manager, THQ Wireless. “We are delighted to be bringing their great content to millions of wireless phone users across the globe on the latest handsets from Motorola and Sprint.”

Intellivision games are available for play on J2ME™ technology-enabled phones in North America. Nextel subscribers can currently download the games into their Motorola J2ME™ phones from a Web site and from the wireless network operator. Sprint PCS Wireless Web<sup>SM</sup> and Third Generation (3G) Sprint PCS subscribers can now download Intellivision games as well, and other wireless operators are slated to soon make the games available. In addition to downloading them, the games can also be preloaded into some of Motorola’s phones, including the new i95cl.

THQ Inc. develops and publishes interactive entertainment software worldwide for a variety of hardware platforms including PC CD-ROM, wireless devices, and those manufactured by Sony Computer Entertainment America Inc., Nintendo and Microsoft. The THQ web site is located at [www.thq.com](http://www.thq.com).

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 1997. 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. In 2000, Digital Press named Intellivision Productions the Classic Game Publisher of the Year. 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](http://www.intellivisionlives.com).

- INTELLIVISION PRODUCTIONS INC. -