

# FIRE ESCAPE™

THE **HOT** NEW GAME FROM

**ICE**



**Every building MUST have one!**

## **ANOTHER HIT**

I.C.E., the maker of CHEXX, a proven success, does it again with FIRE ESCAPE™, an electro-mechanical diversion from the "heat" of video doldrums.

## **UNBELIEVABLE PRICE**

At a time when prices are skyrocketing, FIRE ESCAPE™ takes you down to an affordable exit from financial disaster. It's a matter of life and wealth.

## **SOMETHING DIFFERENT**

Race down the FIRE ESCAPE™. Get out of the burning building. Jump, if you dare, to the safety of the bird's nest. Save valuable time by sliding down the drainage pipe. Then help put out the fire. Speed, nerves, and skill make you the Fire Chief.

## **UNLIMITED POTENTIAL**

Unique in an arcade, steady in a street location, FIRE ESCAPE'S™ electronic scoring and incredibly realistic sound effects require that...

**REALLY,  
every building  
MUST  
have one!!**

Find out more about FIRE ESCAPE™.  
Call your distributor  
or Steve Bernstein at 800-342-3433.  
In N.Y.S. call collect 716-693-9535.

**FIRE ESCAPE**™\*

from



*Innovative  
Concepts  
in Entertainment  
Games more people  
play*

