

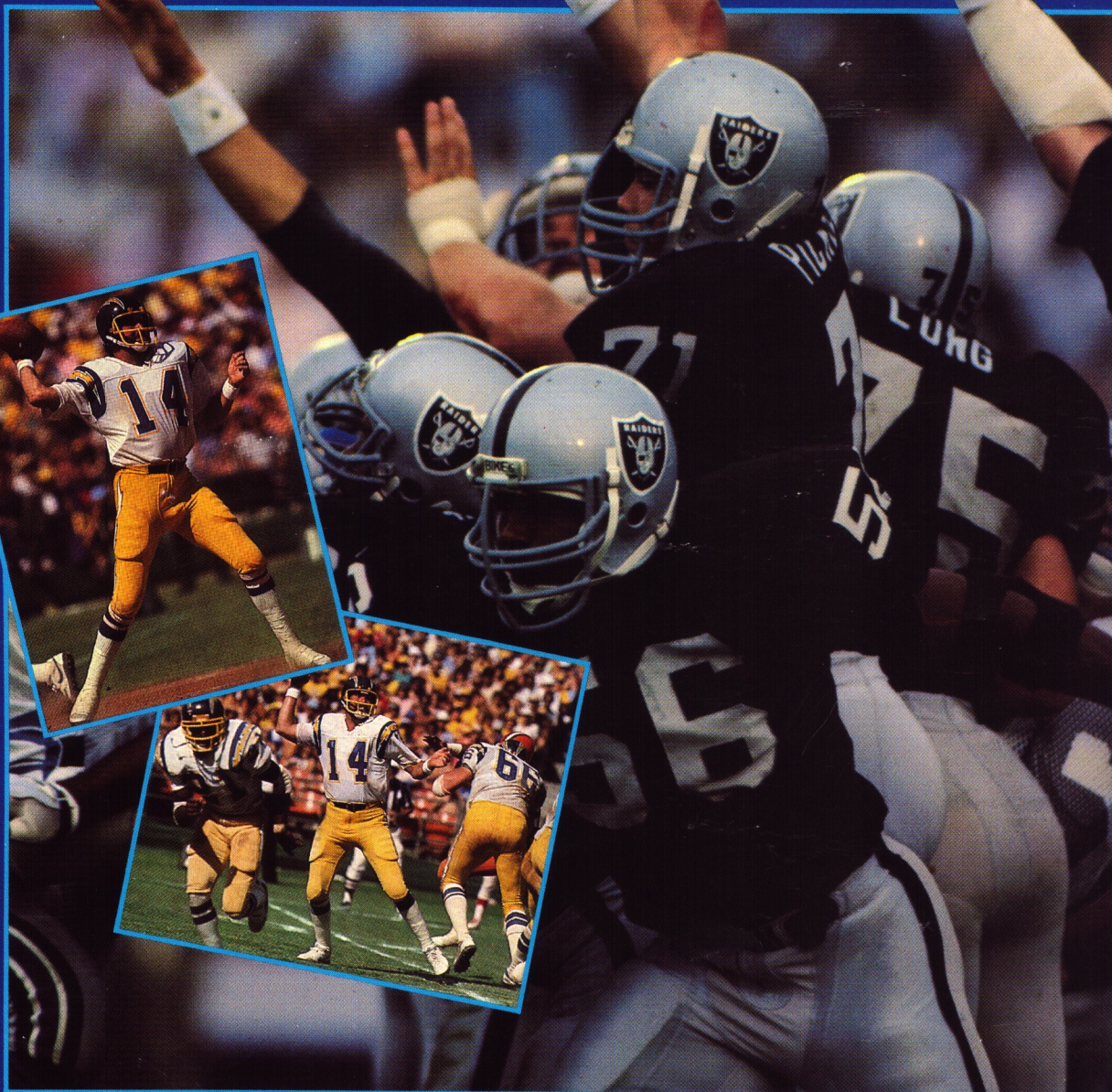


Bally MIDWAY T.M.

FOOTBALL

T.M.

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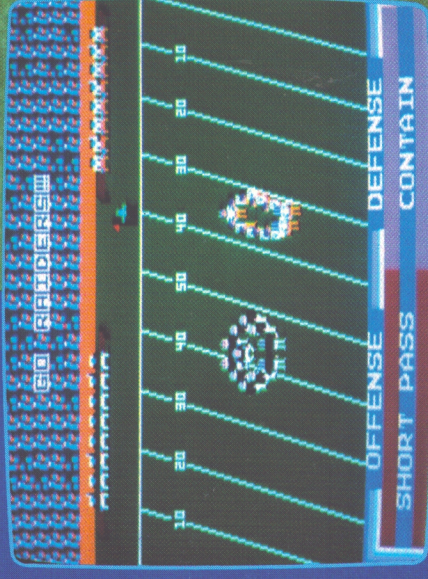


All the Excitement of America's #1 Sport

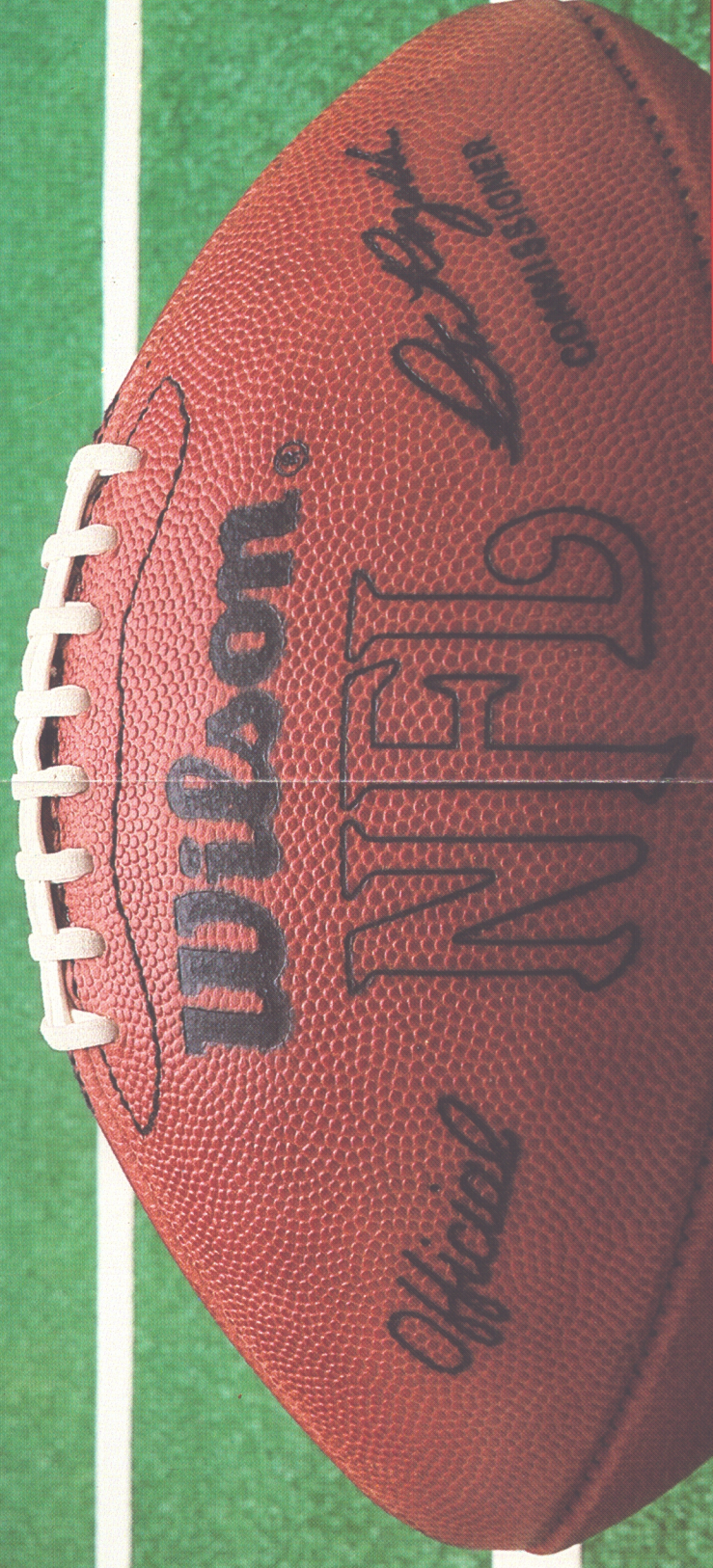
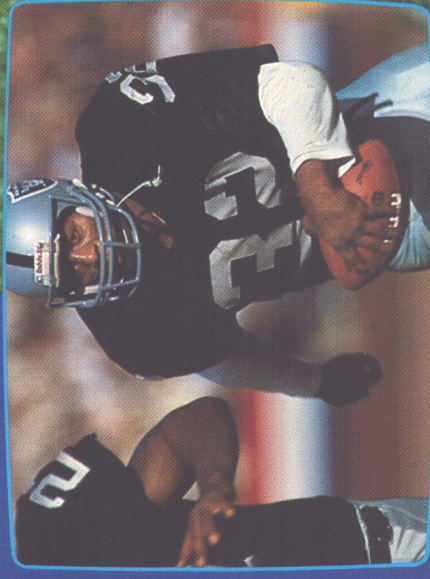
"Every Night" Football at its Best



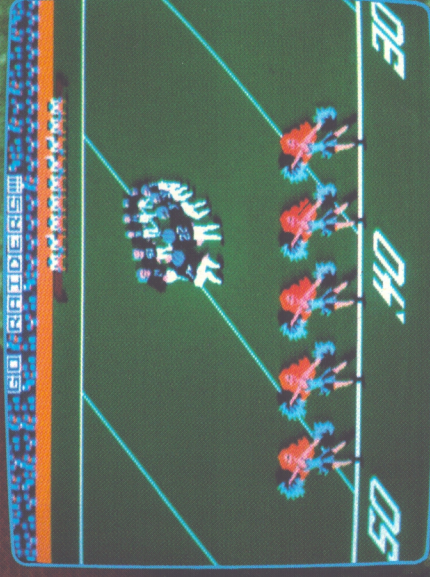
Select Your Play



Get Ready For Action



NFL Football Has It All!



Now it's kickoff time all the time for America's Number 1 sport, NFL Football. Designed for your street locations and your street location customers, NFL Football is an exciting new approach in coin-operated entertainment that will keep players coming back for more. Here's the game plan.

After the coin-toss you start your offense from the forty yard line. You're in control as you select your play from the playbook. It's first and ten, do you run up the middle or surprise with a long pass? Will the defense blitz? The strategy and outcome is up to you! Select your play before the "thirty second" clock runs down. Added Feature: Three "Star Subs" are available during the game for crucial situations when you need that extra effort. Also shown in the scoreboard scene is score and time remaining.

You've selected Short Pass and the defense is set to Contain. Will your play go for a touchdown or will you be sacked behind the line of scrimmage? As the quarterback barks the signals, your adrenalin's working. For this play selection, and all other possible combinations, there are eight actual filmed segments from NFL Films, over four hundred in total. And for each play there are two unique sound tracks, adding up to over eight hundred combinations!

Dancing cheerleaders, card flashing fans, crowd sounds, fight songs—NFL Football has all the thrills and excitement of the real thing. Now everybody can get in the game.

NFL Football—The right game for your locations.

You've asked for a street location game, Bally Midway listens and delivers with NFL FOOTBALL. Developed for the adult street location customer, NFL Football will attract new players and new locations. NFL Football is action-packed but doesn't require the player skills of most arcade games. It's a strategy game that encourages repeat plays. NFL Football is visually exciting with the hard-hitting action of America's favorite spectator sport. And as your players cheer the action you'll cheer the features we've designed into NFL Football for you.

■ **A game with a future:** Bally Midway's long term commitment to NFL Football offers you replacement video discs and software three to four times per year. New programs will highlight the traditional rivalries in the NFL. Now in development is the Dallas

Cowboys vs. the Washington Redskins. See your Bally Midway distributor for details.

■ **NFL Football** is a game that will stay on location for extended time periods.

■ **Dollar Bill capable for greater earnings.** NFL Football is equipped with the new one and five dollar bill acceptor from Rowe. Factory-shipped at fifty cents per credit, NFL Football offers a capability found in no other game, the ability to accept paper money. More convenient for your cash-oriented street locations, NFL Football encourages multiple credit play through use of the bill acceptor and desire of players to play complete four quarter football games. In our testing, five dollar bill crediting was not uncommon.



ACCEPTS \$1 AND \$5 BILLS
INSERT BILL FACE UP
DO NOT FOLD BILL



■ **Publicity and Promotion:** Bally Midway's NFL FOOTBALL is receiving a great deal of media attention. Your locations and players have heard about it on ABC's Good Morning America, in the Wall Street Journal, the Chicago Tribune and other national and local publications and programs. Bally Midway helps you take advantage of this by enclosing promotional materials with each NFL Football game.

Cabinet Specifications:

Height: 72½"
Width: 26½"
Depth: 39"

NFL Photographs:

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Christine Cotter
Scott Cunningham
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