ATARI®

Congratulations!

You have purchased an Atari "Tournament Game" — a game that entitles you to a $100.00 Atari promotional subsidy. The subsidy applies to the purchase of an Atari Tournament Location Kit.

The Atari Tournament Location Kit is a complete tournament package that allows you to deliver to your location a fivefold program:

Five double elimination tournaments — five weeks to five months (location option) of intense promotion
or
Five "High Score" promotion periods (week or month) for the location that is not tournament adaptable, e.g. convenience stores
with
Five Free Entry Certificates for the top five players
to
The $50,000.00 Atari World Championships — October 29, 30, 31 and November 1, 1981 — Expocenter/Chicago.

Players can enter this tournament by either paying a $60.00 entry fee or by winning a Free Entry Certificate at an Atari Tournament Location.

The Atari distributor from whom you purchased this "Tournament Game" will be sending you your Kit Order Card, which reflects the $100.00 Atari promotional subsidy off the operator kit price of $125.00.

For a net cost of $25.00 ($5.00/tournament), you can become a key part of the $50,000.00 Atari World Championships.

Get involved —

—involved in intensifying the player's commitment and participation

—involved in creating location appreciation and loyalty — you will have delivered to the location more than a game — you will have delivered a complete program

—involved in using the $50,000.00 Atari World Championships to increase your income and take you "One Step Closer to the Guaranteed Earner."

Once again, congratulations on your purchase of this Atari "Tournament Game" and we look forward to seeing you and your players at the $50,000.00 Atari World Championships — AMOA Weekend 1981.

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