

FOR IMMEDIATE RELEASE: January 5, 1980



CLIENT: COLECO INDUSTRIES, INC.

HWH Enterprises, Inc.

PRESS CONTACT: Lois Whitman

## Press Release

COLECO INDUSTRIES, INC. DISPLAYS HEAD TO HEAD<sup>TM</sup>

ELECTRONIC FOOTBALL AT THE WINTER CES

LAS VEGAS -- Coleco Industries, inc. is showing Head To Head<sup>TM</sup> Electronic Football, a computerized football game that offers a new feature of two player action, at Winter CES.

Head To Head<sup>TM</sup> Football can be played by one player--against the computer, or by two players--against each other in head to head competition.

It has many exclusive features, including running, kicking, passing and blocking options. The offense is fully controllable, runs power plays, draws sweeps, and can even change the play at the line of scrimmage. At the same time, the defense moves to tackle or intercept with the fully controllable free safety.

Only Coleco's Head To Head<sup>TM</sup> Football has the exclusive features that capture the realistic play action of a football game.

And that's not all.

An improved LED display--larger than ever before--shows all the game action and all the game statistics! Electronic sound effects heighten the action with referee whistles and

(more)



scoring songs!

And, there are two skill levels that keep the challenge in the game for players of all ages!

Head To Head<sup>TM</sup> Electronic Football is featured in a Block Buster TV commercial scheduled for extensive national coverage.

#



