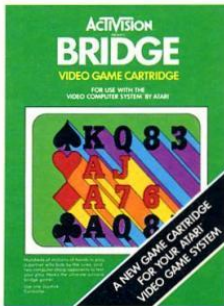


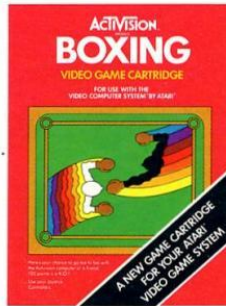
**“These
new Activision
game cartridges
for the Atari® Video
Computer System™
are terrific!”**



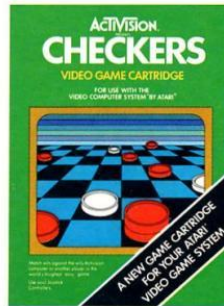
Six great ones from ACTIVISION™



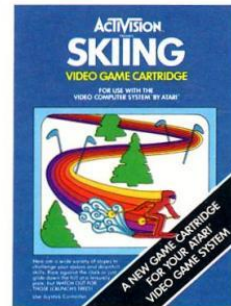
Designed by Larry Kaplan
Here is the ultimate solitaire bridge game! Our Activision computer deals over 500 million hands, bids as your partner, and tests your playing prowess against two computer-sharp opponents. You can play for a lifetime and never see the same hand twice (unless you want to). Best of all, you'll never again be without a game, when you want to play, with Bridge by ACTIVISION. Available early 1981.



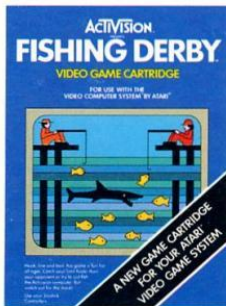
Designed by Bob Whitehead
Put on your gloves! Here's your chance to go toe to toe with the Activision computer or a friend. Listen to the thud of those jabs and power punches. Keep bobbing and weaving — but don't get pinned to the ropes! It's fast and furious action, but keep in training and you'll be a champion at Boxing by ACTIVISION.



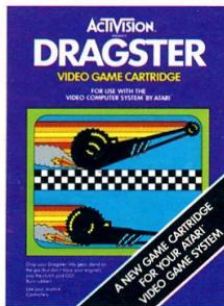
Designed by Alan Miller
The world's toughest "easy" game takes on a new life! You'll find family and friends ganging up to try and beat the Activision computer. You can choose skill levels from novice to expert and play for hours. The rules are the same, but Checkers by ACTIVISION is a whole new challenge.



Designed by Bob Whitehead
Now you can ski all year long without worrying about tight boots, cold hands, long lift lines, or whether it snows! You'll be challenged by a wide variety of slalom and downhill runs, designed for everyone from novice to pro. Race against the clock or just glide down the hill at a leisurely pace (but watch out for the trees!). Even if you've never been on skis, you can be a champion at Skiing by ACTIVISION. Available early 1981.



Designed by David Crane
Here's a video game that is as much fun for grandparents and grandchildren as it is for all the game players in between! You've got hook, line and bait; the bay is full of beautiful sunfish. All you have to do is land 'em faster than your opponent (or the Activision computer). But watch out for the shark! Now, the whole family can go fishing without leaving the house with Fishing Derby™ by ACTIVISION.



Designed by David Crane
Drop your dragster into gear, stand on the gas, watch the countdown, pop the clutch and GO! Your motor revs up (watch that red line or you'll blow your engine!), you shift quickly through the gears and burn rubber across the screen to beat the competition or run the video quarter-mile in record time. You'll be hypnotized by Dragster by ACTIVISION.

Meet the Activision Design Team



Alan Miller

Alan thrives on the challenge of designing and playing video games. He's the designer of Checkers by ACTIVISION, and also holds the existing world record for Dragster (5.64 seconds). An exciting new Alan Miller creation will be released in the Spring of 1981.



David Crane

The designer of Dragster and FISHING DERBY™ for Activision, David enjoys tackling game assignments that everyone else says are impossible—and he always seems to get them done. Look for an exciting new game from David next Spring.



Larry Kaplan

The designer of Bridge by ACTIVISION, Larry is a game design perfectionist. He's constantly studying games of all kinds—old and new, great and even not-so-great—to see what makes them tick.



Bob Whitehead

Bob designed the enormously popular Boxing and Skiing for Activision. His uncanny ability to quickly design exciting and innovative video games has earned him the nickname "Rapid Robert."

Look for ACTIVISION video game cartridges
wherever you buy game cartridges.

ACTIVISION™
... the new games in town.