

APBA GAMES IN COMPUTER FORM

Would You Be Interested?

As a result of the rapidly increasing popularity of video games, a number of our fans have asked us to create software versions of APBA games which could be played on their home computers.

Is it feasible for us to consider doing so at present? Frankly, we're not sure. But it would be very helpful for us to learn roughly how many of our current customers might buy such a product.

That's why we've put together the questionnaire on the reverse side of this flyer. Whether or not APBA computer games appeal to you, we'd like to hear from you. We want to find out how attractive APBA software would be to those who are already playing APBA board games.

Naturally, we're not asking for a commitment to buy. No matter what kind of opinion you express, you won't be obligated to purchase anything at any time. However, if the combination of APBA games and computers sounds good to you (or even if it doesn't) we'd appreciate your taking the time to complete the questionnaire and return it to us.

IF YOU ARE NOW SATISFIED WITH APBA BOARD GAMES AND HAVE NO INTEREST IN THEIR COMPUTER POTENTIAL, DON'T BE ALARMED! WE ARE **NOT** TALKING HERE ABOUT **REPLACING** APBA BOARD GAMES WITH COMPUTER SOFTWARE. WE ARE DISCUSSING ONLY THE POSSIBILITY OF OFFERING THAT SOFTWARE **IN ADDITION TO** OUR BOARD GAMES.

APBA WILL CONTINUE TO MARKET THE BOARD GAMES WHICH HAVE BEEN OUR BUSINESS SINCE 1951, AND WE WILL ALSO CONTINUE TO IMPROVE AND EXPAND OUR BOARD GAME LINE.

**READ THE EXPLANATION
ON THE REVERSE SIDE BEFORE
RESPONDING TO THIS
QUESTIONNAIRE.**

I own a home computer. Here are its make and model: _____

I do not own a home computer, but expect to buy the following make and model in the near future: _____

*Assuming the price were reasonable and the quality satisfactory, I would probably buy these APBA games in software form: _____

_____*

I have no interest in any APBA games in computer form.

Use the lines below for your comments, requests and/or suggestions pertaining to the prospective development of APBA computer games.

COMING IN 1985

APBA Baseball for COMPUTERS!

A program to reproduce APBA Baseball for personal computers is presently being developed. Barring unforeseen delays, we expect to begin selling it sometime this spring. At this point, we can't project a precise date.

We haven't yet established prices, and we can't identify all of the machines which will run the program initially. **What we do know is that it will be the best game of its kind. In that respect it will be like APBA board games.**

Responding to our 1983 survey, many APBA fans indicated they had postponed computer-buying decisions until they knew if and when APBA would make software available, and that they hoped then to purchase hardware on which they could play APBA. If you have been waiting for that reason, please wait just a little longer. We can't guarantee that any machine you buy now will be compatible with APBA software (soon or ever). When APBA software is here, we will list very clearly the computers which will run it.

IF YOU'D LIKE TO BE NOTIFIED IMMEDIATELY UPON THE AVAILABILITY OF APBA BASEBALL SOFTWARE, SIMPLY COMPLETE THE COUPON ON THE REVERSE SIDE OF THIS FLYER AND RETURN IT WITH YOUR CARD ORDER (or send it separately if you're not ordering now). WE'LL SEND YOU SPECIFICS AS SOON AS WE'VE FINALIZED THEM, AND NATURALLY YOU'LL BE UNDER NO OBLIGATION TO BUY.

We anticipate that software for other APBA Games will also be created eventually. We'll keep you posted, of course.

NO APBA SOFTWARE IS INTENDED TO REPLACE APBA BOARD GAMES! SOFTWARE WILL MERELY CONSTITUTE A SEPARATE PRODUCT LINE, A LINE ADDED BECAUSE APBA FANS HAVE ASKED FOR IT. OUR BUSINESS HAS ALWAYS BEEN BOARD GAMES, AND WE WILL CONTINUE TO MAKE NEW ONES AS WELL AS IMPROVE AND ADD ACCESSORIES FOR THE ONES WE ALREADY HAVE!

