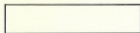


**xonox™**

**Proven Performers Any Way You Look at It**

# Television Advertising Campaigns

PRODUCT	AUG.	SEP.	OCT.	NOV.	DEC.	JAN.
<b>Double-Enders™</b> <b>Spike's Peak/                      Ghost Manor</b>		[White bar]				
<b>Hercules/                      Chuck Norris</b>			[White bar]			
<b>Sir Lancelot/                      Robin Hood</b>			[White bar]			
<b>Other Releases</b> <b>Thundarr the                      Barbarian</b>					[White bar]	



Nationwide Television

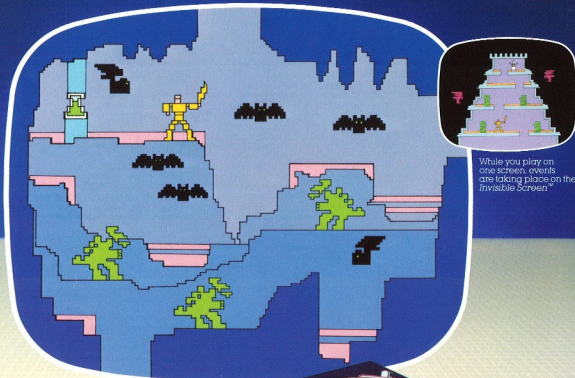
XONOX cuts through the clutter. With the impact of \$8,000,000 in introductory television spending, and with memorable commercials that jump out from the pack in a way that only K-tel knows how to do.

In the growing complexity of the video game business, XONOX stands out — proven and exciting, any way you look at it.

# XONOX™

Proven Performers Any Way You Look at It

## THUNDARR THE BARBARIAN



While you play on one screen, events are taking place on the Invisible Screen™

### Plays on ColecoVision™

#### Join Forces with the Superhuman Hero of a New Future Age

You've seen Thundarr on TV. Now become Thundarr, and face the challenge of *Invisible Screen*™ action. While you play on one screen, events that affect your play take place on a screen you must alternately play.

You begin in a series of deep caverns beneath a castle. You must search the caverns for a vial of powerful potion you can use to release Princess Ariel, who is imprisoned in the castle's tower on the *Invisible Screen*™. You must elude strange mutant creatures and vicious bats, using only your wits since your Sun Sword is ineffective in the cavern's darkness.

While you strive for the potion, Princess Ariel faces danger from the swooping Bird People. You must abandon your quest – switch screens – and rush to protect her, using your now-energized Sun Sword.

Safe for the moment, return to look for the potion. Find it, reach and release Princess Ariel, and the two of you jump to safety, only to begin an even more challenging adventure.

Heavy nationwide television advertising will create quick action on this top licensed game. Don't miss out on it.

Contact your local sales representative or:



**USA Sales Office:**  
K&L International, Inc.  
11311 K&L Drive  
Minnetonka, MN 55343  
(612) 932-4000

**Canadian Sales Office:**  
K&L International, Ltd.  
1670 Inkster Blvd.  
Winnipeg, Manitoba R2X 2W8  
(204) 633-8860



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ColecoVision™ is a trademark of  
of Coleco Industries, Inc.

XONOX™

Proven Performers Any Way You Look at It

# THUNDARR

## THE BARBARIAN



While you play on one screen, events are taking place on the Invisible Screen.

### Plays on Atari® 2600 VCS™ and Sears Video Arcade™

#### Join Forces with the Superhuman Hero of a New Future Age

You've seen Thundarr on TV. Now become Thundarr, and face the challenge of *Invisible Screen*™ action. While you play on one screen, events that affect your play take place on a screen you must alternately play.

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Contact your local sales representative or:



USA Sales Office:  
K&I International, Inc.  
13111 K&I Drive  
Minnetonka, MN 55343  
(612) 932-4000

Canadian Sales Office:  
K&I International, Ltd.  
1670 Inkster Blvd.  
Winnipeg, Manitoba R2X 2W8  
(204) 633-8860



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of Atari, Inc. Sears Video Arcade™  
is a trademark of Sears, Roebuck Co.



# XONOX™

Proven Performers Any Way You Look at It

# DOUBLE-ENDER™

XONOX introduces a unique approach to playability and value in video game cartridges — the new Double-Ender.™

Both ends of the Double-Ender cartridge are "business ends." **Each side contains a separate 8K memory chip.** Each end is completely independent. Each game is totally different. **Each game delivers full play value, with multiple screens, using enhanced memory to provide for superior graphics.** And the games are hot! Top games by today's hottest designers.

The consumer gets twice the play, twice the value, for the same price — or less — than most single releases. It's an unbeatable concept, and child research conducted on the Double-Ender idea proves it.

It will be an unbeatable product in your video

game line-up, too, because each new release is backed by heavy nationwide television support, as only K-tel knows how to do it.

A bright new product idea, enhanced game play, hot titles, and strong advertising support — a combination that will move Double-Enders off your shelves faster than the action on the screen.

Double-Enders play on Atari™ 2600 VCS™ and Sears Video Arcade™ game systems. Each Double-Ender comes with dust covers to protect the end not in use.

K-tel International is the exclusive worldwide distributor for XONOX products.



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Sears Video Arcade™ is a trademark of Sears, Roebuck Co.



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(612) 932-4000

Canadian Sales Office:  
K-tel International, Ltd.  
1070 Inkster Blvd.  
Winnipeg, Manitoba R2X 2W8  
(204) 633-8860

# XONOX™

Proven Performers Any Way You Look at It

## DOUBLE-ENDER™

MORE PLAY FOR LESS PAY



### 1. Hercules vs. the Titans™

You are mighty Hercules. Olympus is under siege by Titans and your gods are powerless to stop them without your help.

First, though, you must fortify yourself with the Herb of Invulnerability. It grows in one of ten dark caves flashing briefly as it blooms. But the caves also hide hungry lions. Will you risk a fatal mauling or wait for the lions to betray their presence? As you ponder, another god dies at the hands of the Titans.

In screen two, you're climbing the golden stairway to Olympus. Watch out for speeding fireballs, tumbling boulders, and rain-slicked footing! Your club, brute strength, and jumping prowess are your only defenses. Finally, you reach the Olympian battlefield. Your gods continue to die in a hailcoat of fire and lightning. The survivors help by stunning Titans briefly with thunderbolts, but only you can kill them. The entire course of mythology is at stake.

**Hercules vs. the Titans and Chuck Norris—Superkicks** are two great new games on one unique XONOX Double-ENDER cartridge. Each game is completely different, completely independent, and each delivers full play value, with multiple screens, using enhanced memory to provide superior graphics.

Two hot games, on one Double-ENDER cartridge, for the same price—or less—than most single releases. It's an unbeatable idea.

### 2. Chuck Norris—Superkicks™

You are Chuck Norris, the world's greatest living karate expert. Your quest is for mystical tracts contained in a monastery located at the far end of a labyrinthine forest.

As you set out into the forest, you must select the right combination of paths through it. The forest is filled with evil warriors, and you must learn the safest way through. As you choose your first path, you come face to face with a warrior. The scene instantly shifts and you are plunged into combat. You have a forearm block to defend yourself and powerful leg kicks and punches with which to thwart the enemy. Succeeded and you're back in the forest again, where you must select another path. As you approach the monastery, your way is blocked by the magical Ninja. How can you hope to overcome such a powerful opponent? Will you achieve it?



An unbeatable idea, introduced with heavy nationwide television support that will create immediate awareness of this outstanding value, and fast sales for Hercules/Chuck Norris. Don't miss out on the action.

XONOX Double-Enders play on Atari® 2600 VCS™ and Sears Video Arcade™ game systems.

For more information contact your local sales representative or:

**USA Sales Office:**  
K-tel International, Inc.  
11311 K-tel Drive  
Minnetonka, MN 55343  
(612) 932-4000

**Canadian Sales Office:**  
K-tel International, Ltd.  
1670 Inkster Blvd.  
Winnipeg, Manitoba R2X 2W8  
(204) 633-8860

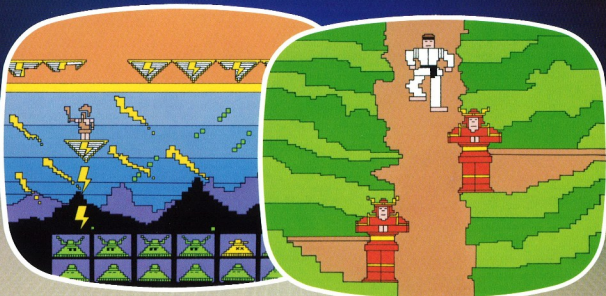
Actual game screens may show variation from screens shown.

# XONOX™

Proven Performers Any Way You Look at It

## DOUBLE-ENDER™

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XONOX Double-Enders play on Atari® 2600 VCS™ and Sears Video Arcade™ game systems.

For more information contact your local sales representative or:

USA Sales Office:  
Kitel International, Inc.  
11311 K-tel Drive  
Minnetonka, MN 55343  
(612) 932-4000

Canadian Sales Office:  
Kitel International, Ltd.  
1670 Inkster Blvd.  
Winnipeg, Manitoba R2X 2W8  
(204) 633-8840

Actual game screens may show variation from screens shown.

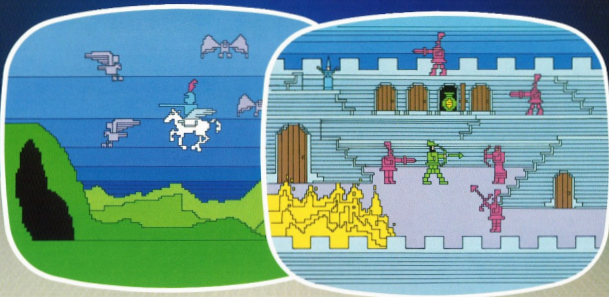


# XONOX™

Proven Performers Any Way You Look at It

## DOUBLE-ENDER™

MORE PLAY FOR LESS PAY



### 1. Sir Lancelot™

You are Lancelot, knight of old, engaged in a quest to gain the Blue Sword. Mounted on your winged horse, Pegasus, you find yourself at the entrance to a dark and foreboding ice cavern. Suddenly a strange winged creature emerges. Then another. And more. You must avoid their attack and destroy them; spear the creatures or drive them to the ground and trample them.

Now the entrance to the cavern is clear. You see the sword, but more of the winged horde and a fire-breathing dragon block your path. Your only chance against the dragon is to extinguish his flame with chunks of ice from the cavern walls. But hurry! The ice melts. Push a chunk loose, climb the steps and reach the dragon.

Get the sword and get out. Then continue the quest in another cavern, even smaller, darker, and more challenging than the first.

**Sir Lancelot and Robin Hood** are two great new games on one unique XONOX Double-Ender cartridge. **Each game is completely different, completely independent, and each delivers full play value, with multiple screens, using enhanced memory to provide superior graphics.**

Two hot games, on one Double-Ender cartridge, for the same price—or less—than most single releases. It's an unbeatable idea.

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Alari™ 2600 VCS™ is a trademark of Alari, Inc.  
Sears Video Arcade™ is a trademark of Sears, Roebuck and Co.



### 2. Robin Hood™

The evil sheriff of Nottingham has terrorized the populace and locked beautiful Maid Marian in his castle tower. You are Robin Hood, the maiden's only hope. To save her will take the utmost skill and swiftness, because Sherwood Forest is swarming with the sheriff's spear-hurling henchmen.

As you fell the henchmen with your longbow, you acquire riches that will be used to help the poor. More and more villains attack until finally you have overcome them.

Now Maid Marian! But alas! The sheriff's guards see you approach the castle. Can you dodge their arrows and fireballs long enough to shoot the gatekeeper and enter the castle? Careful! More murderous minions abound within. And randomly collapsing stairs can plunge you to sudden death. But bonus points and a kiss from Maid Marian reward your success. Ready for level two?

An unbeatable idea, introduced with heavy nationwide television support that will create immediate awareness of this outstanding value, and fast sales for Sir Lancelot/Robin Hood. Don't miss out on the action. XONOX Double-Enders play on Alari™ 2600 VCS™ and Sears Video Arcade™ game systems.

**For more information contact your local sales representative or:**

**USA Sales Office:**  
K-teI International, Inc.  
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Minnetonka, MN 55343  
(612) 932-4000

**Canadian Sales Office:**  
K-teI International, Ltd.  
1670 Inkster Blvd.  
Winnipeg, Manitoba R2X 2W8  
(204) 633-8800

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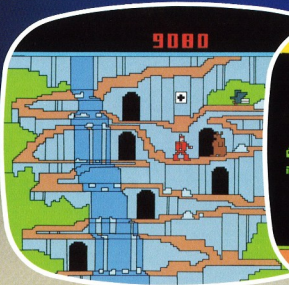


# XONOX™

Proven Performers Any Way You Look at It

## DOUBLE-ENDER™

MORE PLAY FOR LESS PAY



### 1. Spike's Peak™

You are Spike in a climb against time. Your precious time is ticking away. And you have only three lives to carry you through to the distant summit.

Along the winding Foothills Trail you must jump bears, avoid diving eagles and hop across the plummeting stream. One cave holds a treasure map. But another holds a hungry grizzly—and the end of one life.

Next is a sheer rock wall, so watch your step. Jump from ledge to ledge or pull yourself straight up by pounding in your palms. Collect gold nuggets along the way. But failure to jump a mountain cactus could cost you a life... you'll be temporarily paralyzed so you can't dodge falling rocks. At the top only slippery glacial ice remains. Also snowslides, crevasses, the dreaded Abominable Snowman and Ice Diamonds worth 10,000 points. Reach the summit and get a crack at level two.

**Spike's Peak** and **Ghost Manor** are two great new games on one unique XONOX Double-ENDER cartridge. Each game is completely different, completely independent, and each delivers full play value, with multiple screens, using enhanced memory to provide superior graphics.

Two hot games, on one Double-ENDER cartridge, for the same price—or less—than most single releases. It's an unbeatable idea.

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### 2. Ghost Manor™

On a fog-shrouded, spooky night, you find yourself in a lonely graveyard outside Ghost Manor. A friend in distress is trapped inside (either a girl or boy, you choose). You must knock over all the tombstones in order to find the key, the lantern and tools you need to enter the Manor and rescue the prisoner. But beware! Some of the tombstones conceal ghastly spirits that will attack you.

Once you have the key, you approach Ghost Manor. But the entrance is guarded, and spirits lurk nearby. Destroy them and enter.

Inside the evil mansion, you are confronted with ghosts and a witch that blows out your lantern. Search the rooms and find the casket that magically transports you to the next floor.

Finally you find your friend. You made it! But no—now both of you have to fight your way back through the house to safety. Good luck!

An unbeatable idea, introduced with heavy nationwide television support that will create immediate awareness of this outstanding value, and fast sales for Spike's Peak/Ghost Manor. Don't miss out on the action.

XONOX Double-Enders play on Atari® 2600 VCS™ and Sears Video Arcade™ game systems.

**For more information contact your local sales representative or:**

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(612) 932-4000

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Actual game screens may show variation from screens shown.



Proven Performers Any Way You Look at It

## Confidential Price List Video Game Cartridges

Effective June 15, 1983

	Item Number	Title	Format	Ship Date	Television Advertising	Master Pack	Cost Per Cartridge
	#6210	Spike's Peak™ Ghost Manor™	For Atari® 2600 VCS™	August	Sept. 26- Dec. 4	6 pcs.	\$19.95
	#6230	Chuck Norris-Superkicks™ Artillery Duel™	For Atari® 2600 VCS™	October	Nov. 7- Dec. 31	6 pcs.	\$19.95
<b>Double-Enders™</b>	#6233	Chuck Norris-Superkicks™ Artillery Duel™	For ColecoVision™	October	Nov. 7- Dec. 31	3 pcs.	\$22.95
	#6235	Chuck Norris-Superkicks™ Artillery Duel™	For VIC 20™ (Cartridge)	October	Nov. 7- Dec. 31	3 pcs.	\$22.95
	#6220	Sir Lancelot™ Robin Hood™	For Atari® 2600 VCS™	November	Dec. 26- Feb. 19	6 pcs.	\$19.95
	#6110	Thundarr the Barbarian	For Atari® 2600 VCS™	October	Nov. 28- Jan. 22	6 pcs.	\$19.95
<b>Other Releases</b>	#6113	Thundarr the Barbarian	For ColecoVision™	October	Nov. 28- Jan. 22	3 pcs.	\$19.95
	#6115	Thundarr the Barbarian	For VIC 20™ (Cartridge)	October	Nov. 28- Jan. 22	3 pcs.	\$19.95

**Full Program Discount:** 50¢ per cartridge—for initial purchase of one carton of each item number per outlet.

**Terms:** Minimum order: Initial order—1 carton per item number  
Reorders — Pick and Pack Program minimum 3 pieces per item number or 6 assorted pieces

**Shipping Points:** Minneapolis, MN, Long Island, NY, Indianapolis, IN, Norwalk, CA.

**Freight:** Prepaid **Payment Terms:** Net 60

**Cooperative Advertising:** 5% accrual of net purchases. Subject to proof of performance and payable by credit memo or check.

**Defectives Policy:** Limited 90 days— one way freight paid by sender. All defectives to be returned will require an authorization number from XONOX.

Order acceptance subject to approval of K-tel International, Inc.

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ColecoVision™ is a trademark of Coleco Industries.

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Chuck Norris is a licensed property from © Zapstick Productions, 1983.

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K-tel International, Inc.  
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(612) 932-4000

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## Turning the Business Upside Down with XONOX

K-tel has seen an opportunity to bridge the gap between what most video game system owners have now and what they could have with today's most current technology. K-tel has identified this need, and created the XONOX™ line of products to meet it — at affordable prices, offering an exceptional value.

K-tel is committed to providing game players a superior experience — in game complexity, diversity, graphics, and resolution — without having to invest in an expensive, all-new system.

XONOX offers the alternative. The Double-Ender™— two completely different games on one cartridge. Expanded memory cartridges — computer-complex games that play on existing Atari® 2600 VCS™ and Sears Video Arcade™ systems. Dazzling new games, developed out of K-tel's years of experience in creating innovative products.

---

### Video Games that Mean Business

Because K-tel knows its business. The business of marketing and selling timely products to the same people who are today's video game buyers. K-tel knows these kids and understands what motivates them.

K-tel has years of proven experience in television promotion to this audience.

And K-tel understands you and your needs. We have the experience and the systems to help lessen the hassle and reduce the uncertainties you face in this burgeoning new category. Solid support for you in ordering and shipping, reordering, store detailing, and point-of-purchase merchandising.

K-tel is here to stay. With better products, better values, and the kind of business support you need for better profits.

---

### Products from XONOX— proven performers any way you look at it.

Atari® 2600 VCS™ is a trademark of Atari, Inc.  
Sears Video Arcade™ is a trademark of Sears, Roebuck and Co.

**XONOX™** Proven Performers Any Way You Look at It

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(612) 932-4070

**Canadian Sales Office:**

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(204) 633-8860



**K-tel International, Inc.**  
11311 K-tel Drive  
Minnetonka, Minnesota 55343  
612-932-4000

# CREDIT APPLICATION

ACCOUNT NUMBER

LEGAL NAME FOR BILLING _____	STORE PHONE _____	SHIP TO IF DIFFERENT THAN #1 (ATTACH STORE LIST) NO. STORES <input type="text"/>

TRADE NAME (d/b/a) _____	PREVIOUS NAME (d/b/a) _____
TYPE OUTLET AND NUMBER OF EACH: RECORD _____ DRUG _____ VARIETY _____ GROCERY _____ OTHER _____	BILLING INSTRUCTIONS: ORIGINAL INVOICE TO: STORE <input type="checkbox"/> OFFICE <input type="checkbox"/> DUPLICATE INVOICE TO: STORE <input type="checkbox"/> OFFICE <input type="checkbox"/> PAST DUE INVOICE TO: STORE <input type="checkbox"/> OFFICE <input type="checkbox"/> DO YOU REQUIRE A P/O? _____
YEARS UNDER PRESENT OWNERSHIP _____	
YEAR COMPANY ORIGINALLY STARTED (PREVIOUS OWNER AND/OR DIFFERENT NAME) _____	
IF PRESENT COMPANY IS LESS THAN 2 YEARS OLD, STARTING CAPITAL CAME FROM: _____	
IS COMPANY NOW PROPRIETORSHIP _____ PARTNERSHIP _____ (LIST BELOW) CORP _____	ANNUAL SALES \$ _____
IS COMPANY OWNER MANAGED YES _____ NO _____	HAVE YOU EVER OR ARE IN THE PROCESS OF FILING BANKRUPTCY? _____ IF YES PLEASE PROVIDE DETAILS.
IF NO, DOES MANAGER HAVE COMPLETE AUTHORITY? YES _____ NO _____	
IF YES, PLEASE LIST MANAGER'S NAME IN PRINCIPALS SECTION	

CREDIT REFERENCES: (LIST NON-LOCAL FIRST)		
NAME _____	CITY _____	TELE. NO. _____
ADDRESS _____	STATE _____	CONTACT _____
NAME _____	CITY _____	TELE. NO. _____
ADDRESS _____	STATE _____	CONTACT _____
BANK REFERENCES (BUSINESS)		
NAME _____	CHECKING ACCT. NO. _____	TELE NO. _____
ADDRESS _____	CITY _____	CONTACT _____

**— PRINCIPALS —**

NAME _____	TITLE _____	% _____	S.S. NO. _____
HOME ADDRESS _____	CITY _____	ST. _____	ZIP _____
TELE NO. _____	OWN _____ RENT _____ BANK _____	CITY _____	TELE _____
NAME _____	TITLE _____	% _____	S.S. NO. _____
HOME ADDRESS _____	CITY _____	ST. _____	ZIP _____
TELE NO. _____	OWN _____ RENT _____ BANK _____	CITY _____	TELE _____
NAME _____	TITLE _____	% _____	S.S. NO. _____
HOME ADDRESS _____	CITY _____	ST. _____	ZIP _____
TELE NO. _____	OWN _____ RENT _____ BANK _____	CITY _____	TELE _____

<b>APPLICANT</b> The above information is submitted by me/us for the purpose of obtaining credit and is warranted to be true. This signed application is my/our authorization for K-tel to contact the above references and such other agencies or services as K-tel may feel necessary for the purpose of determining my/our credit worthiness. This application is made with the understanding that, if credit is approved, K-tel is authorized to ship any order placed with this application. Further, I/we attest financial responsibility and willingness to pay all invoices in accordance with K-tel's current terms of sale as stated on the K-tel order form and invoice. K-tel K-tel undertakes to use the information gathered only for the purpose of determining credit worthiness, and to keep same confidential. If credit is denied, K-tel will notify the applicant(s) in writing of the basis for denial. K-tel will retain the application for 90 days after giving notice of denial.	<b>PRINCIPALS</b>	
	SIGNATURE _____	DATE _____
	SIGNATURE _____	DATE _____
	SIGNATURE _____	DATE _____
	<b>OFFICE</b>	
APPROVED BY _____	DATE _____	



# XONOX

Dear Store Manager:

XONOX introduces a unique approach to playability and value in video game cartridges - the new Double-Ender.

Both ends of the Double-Ender cartridge are "business ends." Each end contains a separate 8K memory chip. Each end is completely independent. Each game is totally different. Each game delivers full play value, with multiple screens, using enhanced memory to provide far superior graphics.

The consumer gets twice the play, twice the value, for the same price or less than most single releases.

XONOX is K-tel and you know how K-tel advertises. The XONOX television advertising campaign will feature over \$8,000,000 of advertising in the fourth quarter of this year.

Simply complete the order form below and mail it in the postage paid envelope provided along with the enclosed credit application to the attention of Terry Thomas, S.C.I. Division or call 1-800-328-6640 and ask for the Order Department.

Account Name \_\_\_\_\_ ( )  
Telephone Number \_\_\_\_\_

Address \_\_\_\_\_ Date Ordered \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Buyer's Signature \_\_\_\_\_

<u>QUANTITY ORDERED</u>	<u>ITEM NUMBER</u>	<u>TITLE</u>	<u>FORMAT</u>
_____	#6210	Spike's Peak/Ghost Manor	Atari-2600 VCS
_____	#6230	Chuck Norris/Artillery Duel	Atari-2600 VCS
_____	#6233	Chuck Norris/Artillery Duel	ColecoVision
_____	#6235	Chuck Norris/Artillery Duel	VIC-20(Cartridge)
_____	#6220	Sir Lancelot/Robin Hood	Atari-2600 VCS
_____	#6110	Thundarr the Barbarian	Atari-2600 VCS
_____	#6113	Thundarr the Barbarian	ColecoVision
_____	#6115	Thundarr the Barbarian	VIC-20(Cartridge)

PLEASE NOTE:

CHUCK NORRIS-SUPERKICKS/ARTILLERY DUEL IS REPLACING  
HERCULES vs. the TITANS/CHUCK NORRIS-SUPERKICKS.

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