



FOR IMMEDIATE RELEASE
June 3, 1984

COLECO CORPORATE CENTER
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COLECO ANNOUNCES
SOFTWARE DEVELOPMENT PROGRAM
FOR ADAM AND COLECOVISION

Chicago, CES -- Coleco has announced a new software development program through which the ADAM Family Computer System and the COLECOVISION Video Game System will be opened to independent software developers on a non-licensed basis. Generated to increase the development of quality software for ADAM and COLECOVISION, the program allows for the release of complete hardware and software specifications, thereby eliminating the delays and costs associated with reverse engineering.

Coleco will provide the necessary technical support and will make available a comprehensive reference manual which will enable developers to design and produce ADAM and COLECOVISION software on ROM cartridge, digital data pack or 5 1/4" floppy disk formats.

Qualified publishers will be entitled to label their software products "Coleco Approved" and Coleco will list their merchandise in advertising materials.

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The Company is also offering a unique marketing opportunity to qualified developers, in that Coleco will handle the complete distribution of their ADAM and COLECOVISION software. This agreement can be extended to cover the distribution of not only their ADAM and COLECOVISION software, but their software for other home computers as well. Considering the extent and strength of Coleco's distribution network, this agreement offers a particular advantage to the individual developer or small publishing group.

Throughout the Consumer Electronic Show, Executive Vice President Mark Yoseloff, Group Vice President - Computer Products Charles Winterble and other Coleco executives and technical representatives will be available at the Coleco booth (#5018 McCormick West) to discuss the program with interested parties.

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