

FOR IMMEDIATE RELEASE: January 5, 1980



CLIENT: COLECO INDUSTRIES, INC.

HWH Enterprises, Inc.

PRESS CONTACT: Lois Whitman

Press Release

COLECO INDUSTRIES, INC. DEMONSTRATES HEAD TO HEADTM

ELECTRONIC BASKETBALL AT THE WINTER CES

LAS VEGAS -- On-the-court action takes a new form in Coleco's new Head To HeadTM Electronic Basketball game. This hand-held game can be played against the computer, or against an opponent, and features fully controllable offense and defense.

In Head to HeadTM Electronic Basketball, the offense has a moving ball to pass and shoot, while the defense attempts to block the shot. The large, clear LED display shows all the action as well as the game statistics: score, time remaining and 24 second countdown.

Electronic sound effects really highlight the action, and the two skill levels--Pro and Semi/Pro--create a challenge for any age level. Battery operated Head To HeadTM Basketball will be backed by a Coleco Block Buster TV campaign and eye-catching full color packaging.

#

