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## **INTELLIVISION CELEBRATES ITS 20<sup>TH</sup> BIRTHDAY AT THE 2000 CLASSIC GAMING EXPO**

***Join In the “Mature” Celebration of the Classic Console System and Games  
With Silly Antics, Party Hats, Cake and Noisemakers***

**LAS VEGAS (July 29, 2000)** – Bam! Ka-Pow! Boom! Whoosh! Whoosh? It’s not Batman reruns...It’s video game karaoke. Designed for those who cannot play a video game without humming – or booming or whizzing – along, video game karaoke allows the contestant to use his “noisemaker” to mimic or recreate the sound effects of a video game. Also for those who always thought they could do better than the often insipid noises games make, the karaoke contest is just part of the 20<sup>th</sup> birthday celebration that will take place in the Intellivision Productions booth at the Classic Gaming Expo in Las Vegas July 29-30.

Intellivision Productions will hold several birthday-related events in its booth at the Expo, including the video game karaoke contest on Saturday the 29<sup>th</sup> at noon and a birthday cake cutting ceremony on Sunday the 30<sup>th</sup> at 3 p.m. In between, there will be games to play, prizes to win and the chance to speak with some of the people who designed the classic games you know and love, the Blue Sky Rangers. The Rangers will also serve as the panel of judges for the karaoke contest, and prizes will be awarded based on creativity.

In addition to the birthday activities, Intellivision Productions will introduce the previously unreleased game cartridges Sea Battle (for Atari 2600), Swordfight (for Atari 2600) and Steamroller (for Colecovision). These items, which were developed in the 1980s but never hit store shelves, will be sold for the first time ever at the Expo. Visitors to the company’s booth will also have the opportunity to play rare and unreleased Intellivision games.

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“Video game karaoke is only the beginning,” said Keith Robinson, president, Intellivision Productions, Inc. and an original programmer of Intellivision games and systems. “Intellivision has several fun activities planned for this year’s Expo. From making the sounds of Astrosmash to birthday cake to game and T-shirt giveaways, there is no doubt that Intellivision – and the Blue Sky Rangers – still know how to show people a good time.”

Intellivision Productions is the company behind the popular Intellivision Lives! CD-ROM and the upcoming sequel, Intellivision Rocks!

After the fall of Mattel Electronics, the maker of Intellivision, the game programmers (coined the Blue Sky Rangers), who were friends as well as coworkers, remained in touch. Annual reunions and newsletters kept the Rangers informed of each other’s goings on, but the world heard little of them. The Blue Sky Rangers had a unique story to tell, so in 1995, Ranger Keith Robinson created the Blue Sky Ranger web site to help share their story. Because of the massive traffic and numerous requests for a way to play retro Intellivision games on today’s computers, Robinson and fellow Ranger Stephen Roney founded Intellivision Productions, Inc. in 1996. They bought the rights to the Intellivision system and games and made them PC and Macintosh compatible for millions to relive the excitement of Intellivision. Knowing the popularity of retro games, the company has expanded its newly named Retrotopia sales site to include Atari and Colecovision games in addition to Intellivision products. For more information on Intellivision or other retro games and systems, please visit the company web site at [www.intellivisionlives.com](http://www.intellivisionlives.com).

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