

ISING

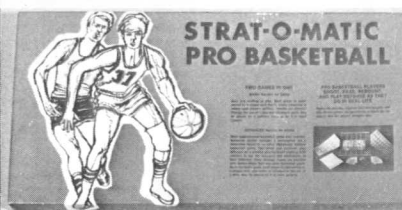
Howard Richman, head of Strat-O-Matic, manufacturers of one of the most well known baseball simulation games agrees, but also states that "There is really not the head-to-head competition between board and electronic sports games that most people believe — board games still dominate simply because they contain an element of strategy. They're a cerebral thing, not a hand-eye coordination thing like so many of the electronic games. Also, board game manufacturers in the sports field have built up a steady clientele. We at Strat-O-Matic, for instance, have been here for twenty years so we know how to do what we do best."

Tom Shaw of Avalon Hill draws the same distinctions in more emphatic terms. "The sports board games," he said, "are mostly for the statistical nut, so comparing electronic sports games to board games is like comparing *Chutes and Ladders* to *Squad Leader*, it's an entirely different

market. In the end, what our customers want, and the reason they come back to Avalon Hill, is because they want Reggie Jackson right there in front of them, not an abstract on a light-display."



Strat-O-Matic



We cater to the baseball, basketball, hockey and football fans of the U.S. and Canada and are the leader in sales of personality sport board games—games that allow gamers to manage or coach professional athletes performing in all major spectator sports. All games are actually two versions in one—a basic version for early teens and an advanced version for adults. Each athlete is represented by an individual unique card that depicts his actual abilities. Dice are rolled to determine results.

Strat-O-Matic, the quietly successful sports board game company, manufacturer of fine sports board games since 1961.

STRAT-O-MATIC GAME CO., INC.
42 Railroad Ave., Glen Head, NY 11545
(516) 671-6567