

GAME MERCHANDISING

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Sports Games: Still Scoring With Consumers

Special 13-page
section: games
at Summer CES

plus more than
60 new products

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."

Babe Ruth		Reggie Jackson	
1. 1st base	2. 2nd base	1. 1st base	2. 2nd base
3. 3rd base	4. 4th base	3. 3rd base	4. 4th base
5. 5th base	6. 6th base	5. 5th base	6. 6th base
7. 7th base	8. 8th base	7. 7th base	8. 8th base
9. 9th base	10. 10th base	9. 9th base	10. 10th base
11. 11th base	12. 12th base	11. 11th base	12. 12th base
13. 13th base	14. 14th base	13. 13th base	14. 14th base
15. 15th base	16. 16th base	15. 15th base	16. 16th base
17. 17th base	18. 18th base	17. 17th base	18. 18th base
19. 19th base	20. 20th base	19. 19th base	20. 20th base
21. 21st base	22. 22nd base	21. 21st base	22. 22nd base
23. 23rd base	24. 24th base	23. 23rd base	24. 24th base
25. 25th base	26. 26th base	25. 25th base	26. 26th base
27. 27th base	28. 28th base	27. 27th base	28. 28th base
29. 29th base	30. 30th base	29. 29th base	30. 30th base
31. 31st base	32. 32nd base	31. 31st base	32. 32nd base
33. 33rd base	34. 34th base	33. 33rd base	34. 34th base
35. 35th base	36. 36th base	35. 35th base	36. 36th base
37. 37th base	38. 38th base	37. 37th base	38. 38th base
39. 39th base	40. 40th base	39. 39th base	40. 40th base
41. 41st base	42. 42nd base	41. 41st base	42. 42nd base
43. 43rd base	44. 44th base	43. 43rd base	44. 44th base
45. 45th base	46. 46th base	45. 45th base	46. 46th base
47. 47th base	48. 48th base	47. 47th base	48. 48th base
49. 49th base	50. 50th base	49. 49th base	50. 50th base
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67. 67th base	68. 68th base	67. 67th base	68. 68th base
69. 69th base	70. 70th base	69. 69th base	70. 70th base
71. 71st base	72. 72nd base	71. 71st base	72. 72nd base
73. 73rd base	74. 74th base	73. 73rd base	74. 74th base
75. 75th base	76. 76th base	75. 75th base	76. 76th base
77. 77th base	78. 78th base	77. 77th base	78. 78th base
79. 79th base	80. 80th base	79. 79th base	80. 80th base
81. 81st base	82. 82nd base	81. 81st base	82. 82nd base
83. 83rd base	84. 84th base	83. 83rd base	84. 84th base
85. 85th base	86. 86th base	85. 85th base	86. 86th base
87. 87th base	88. 88th base	87. 87th base	88. 88th base
89. 89th base	90. 90th base	89. 89th base	90. 90th base
91. 91st base	92. 92nd base	91. 91st base	92. 92nd base
93. 93rd base	94. 94th base	93. 93rd base	94. 94th base
95. 95th base	96. 96th base	95. 95th base	96. 96th base
97. 97th base	98. 98th base	97. 97th base	98. 98th base
99. 99th base	100. 100th base	99. 99th base	100. 100th base



Tom Seaver		Rod Carew	
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