

ATARI INC.

**1984
SALES POLICIES
AND
SALES PROGRAMS**

DEALER
SALES POLICIES
1984

1984 SALES POLICIES

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TERMS

The following payment terms apply to all Atari products:

Dealer	Net 30 Days
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SOFTWARE PRICING POLICY

Effective January 1, 1984, all future software pricing changes will be announced 90 days in advance.

90 Day
Warning

Jan 1 - announce
for April 1 -

SOFTWARE INVENTORY EQUALIZATION POLICY

- For software price reductions, Atari will inventory equalize with no-charge cartridges (see below) for the lesser of:
 1. Total software quantity shipped within the 90 day period (following the price reduction announcement).
 - OR -
 2. The ending period audited inventory (the day prior to effective price reduction).
- All inventories must be submitted within 30 days after effective date of price reduction and be verified by an officer from the Dealer and an Atari Sales Manager. Late or unverified inventories or data sheets will not be honored.
- Atari will inventory equalize video game software with the following no-charge cartridges as available:

Video game —

Asteroids
Berzerk
Defender
Missile Command
Star Raiders

~~Battlezone~~
~~Delux~~
~~Phoenix~~
~~Vanguard~~

~~Baseball~~
~~Football~~
~~Golf~~
~~Tennis~~
~~Krull~~

- Atari will inventory equalize home computer software with the following no-charge cartridges as available:

Home Computer

Asteroids
Qix
Missile Command
Space Invaders
Star Raiders

- Close-out titles do not qualify for inventory equalization.
- This policy excludes price changes made January 1, 1984.

(Feb 1 - 1000 pc's x title - announced on April 1 -)
if he bought it during 90 days his

SHIPPING ALLOWANCE POLICY

- Dealers placing qualifying orders will receive a 3% off invoice shipping allowance. *(one shipment to one location.)*

PRODUCT

QUALIFYING QUANTITY

CX2600 VIDEO COMPUTER SYSTEM

• 3024

CX2600 CARTRIDGES

3024 - ONE TITLE
(two pallets)

CX5200 SUPERSYSTEM

1200

CX5200 CARTRIDGES

1440 - ONE TITLE
(one pallet)

ATARI SOFT

750 - ONE TITLE
(one pallet)

Orbu

SOFTWARE STOCKBALANCING POLICY

- Effective January 1, 1984, and at the beginning of each subsequent calendar quarter, accounts may stockbalance up to 20% of their previous 90 day purchases with a qualifying order for any mix of software titles (Video Game, AtariSoft or Home Computer) on a two-for-one dollar basis. Stockbalancing requests must be received by Atari within the first 30 days of each calendar quarter. Late or non-qualifying stockbalancing requests will not be honored.

Dollars

one shipment / one location.

- New titles shipped within the previous six months are excluded, and may not be returned as part of stockbalancing.

8.50 Cents are included

- All close-outs and cartridges used for no-charge shipments are excluded from stockbalancing and may not be returned.

8.50 Cents apply

• January ending quarter will be computed based on 15% (advertising program).

(")
REVISED DEFECTIVE RETURNS POLICY

- Effective immediately, Atari will only accept DEFECTIVE returns in accordance with this policy.

- The Defective Returns Policy covers only defective merchandise returned by consumers within 14 days of purchase. Dealer must submit consumer proof-of-purchase receipt with defective merchandise. *What is the alternative, if not a receipt, what will they give.*

- Return Merchandise Authorization (RMA's) requests for defective product must be in writing. A replacement purchase order must accompany all RMA requests for defective product. This purchase order must be for the same product and quantities, and cannot be cancelled. *(no verbal RMA's) (written only, new forms being developed)*

- RMA's for defective product will only be issued for merchandise returned from Dealer's distribution centers.

- RMA requests for defective product will be accepted no more frequently than once a month.

DEALER

SALES PROGRAMS

1984

FIRST HALF

1984 PROGRAMS

FIRST HALF

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VIDEO GAME HARDWARE - DATING PROGRAM

All orders received before February 1, 1984 for shipment by March 31, 1984 qualify for either (accounts choice): _____

- Payment of $\frac{1}{2}$ May 10, 1984 - $\frac{1}{2}$ June 10, 1984

OR

- Anticipation discount of 2% off invoice, if paid within 15 days.

After discount taken, the net cash received must equal 98% of the invoice paid.

Unearned discounts (not paid within 15 days of date of invoice) will be charged back to the account.

- To qualify for the discount, the account must be current.
- All other orders receive standard payment terms.

- *New accounts we have til Feb 15, to qualify.*

VIDEO GAME/HOME COMPUTER AND ATARISOFT SOFTWARE - DATING PROGRAM

*new accts
Feb 15, 84*

All orders received before February 1, 1984 for shipment by March 31, 1984 qualify for either (accounts choice):

- Payment of $\frac{1}{2}$ May 10, 1984 - $\frac{1}{2}$ June 10, 1984

OR

- Anticipation discount of 2% off invoice, if paid within 15 days.

After discount taken, the net cash received must equal 98% of the invoice paid.

Unearned discounts (not paid within 15 days of date of invoice) will be charged back to the account.

To qualify for the discount, the account must be current.

All other orders receive standard payment terms.

SOFTWARE INVENTORY EQUALIZATION PROGRAM

For price reductions effective January 1, 1984, Atari will inventory equalize with no-charge cartridges (see below) for audited inventories as of December 31, 1983. Inventories must be verified by an officer of the Dealer and must be received before February 1, 1984 to qualify for this program. Inventories are subject to audit by Atari. Late or unverified inventories will not be honored.

Atari will inventory equalize video game software with the following no-charge cartridges as available:

Asteroids
Berzerk
Defender
Missile Command
Star Raiders

} Only free goods offered.

Close-out software titles do not qualify for inventory equalization.

[New
Closeout]

Adventure

Enduro

The Word

Super Breakout

Yours.

[Jan 1, 1984
Carts Price Reduced]

Battlezone

Galaxian

Phoenix

Vanguard

Baseball

Football

Soccer

Tennis

Krull

VIDEO GAME/HOME COMPUTER AND ATARISOFT SOFTWARE - TRADE BONUS PROGRAM

- Effective January 1, 1984, Dealer will receive a TRADE BONUS of:
 - A. For every eleven (11) cartridges shipped of one title, Dealer will receive one (1) no-charge cartridge of same title.

AND

- B. 6% Co-Op Advertising Allowance

Orders placed from any of the following categories may qualify for the TRADE BONUS:

- CX2600 - all price Group III titles *also (Kids Carts)*
- CX5200 - all titles
- AtariSoft - All Commodore, Apple, IBM, and Coleco titles
- All Atari labeled computer software
- To qualify for the TRADE BONUS program, all first quarter orders must be placed by January 31, 1984 and call for shipment by March 31, 1984. *If due to factory problem of no availability, will still qualify.*
- This is not a price reduction and does not qualify for inventory equalization.

CX2600 CONSUMER REBATE

A \$30 rebate on the CX2600 Video Computer System will be offered for any unit purchased between April 1, 1984 and June 30, 1984.

2600 —

CX2600 TRADE DISCOUNT

The CX2600 "Buy 11 and Get 1 No-Charge" program for Dealers is extended to shipments by June 30, 1984.