



PLACE
POSTAGE
HERE

COLECO INDUSTRIES, INC.
Consumer Electronics Department
P.O. Box #47
Amsterdam, New York 12010

Attention: Consumer Quality Manager

CARTRIDGE WARRANTY REGISTRATION

Name _____ Tel. No. _____
Address _____
City _____ State _____ Zip _____
Name of Cartridge Registered _____
Date of Purchase _____

Where Purchased:
1 Department Store
2 Drug Store
3 TV/Hi-Fi Store
4 Discount Store
5 General Merchandise Store
(Penney's, Sears, Wards)
6 Catalog Showroom
7 Specialty/Electronics Store
8 Other _____

Purchased for the following Video System:

1 ColecoVision™ 3 Intellivision™
2 Atari Video Computer System™ 4 Sears Video Arcade™
5 Sears Super Video Arcade™

Besides the cartridge purchased, how many *additional* cartridges do you presently own?

1 1-2 3 5-6 5 9-10
2 3-4 4 7-8 6 11 & over

How many more cartridges do you expect to buy in the next 12 months?

1 1-2 3 5-6 5 9-10
2 3-4 4 7-8 6 11 & over

Month and year of your birth: Mo. _____ Yr. _____

Purchaser sex M F

Married? yes no

Number of Children _____

Purchaser age? 1 under 18 3 25-34 5 over 50
2 18-24 4 35-49

Family Income: 1 under 10,000 4 20,000-25,000
2 10,000-15,000 5 25,000-30,000
3 15,000-20,000 6 over 30,000

Who will be the *main* user of this product?

1 Husband 4 F under 6 7 M 12-17 10 F 17-35
2 Wife 5 M 6-11 8 F 12-17 11 M over 35
3 M under 6 6 F 6-11 9 M 17-35 12 F over 35

What is the *main* user's favorite coin operated arcade game?

What is the main user's favorite TV program?

Which of the following cartridge themes would you be interested in purchasing?

1 Arcade Games 5 Strategy Games
2 Action Games 6 Play 'n Learn
3 Sports Games 7 Casino Games
4 Fantasy Games

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Intellivision™ is a trademark of Mattel, Inc.
Sears Video Arcade™ is a trademark of Sears, Roebuck and Co.
Sears Super Video Arcade™ is a trademark of Sears, Roebuck and Co.

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