

# News Release



Atari Incorporated 1265 Borregas Avenue PO Box 427 Sunnyvale California 94086

Margaret R. Lasecke  
(408) 745-2064

FOR IMMEDIATE RELEASE

## ATARI<sup>®</sup> Video Game Given UL Stamp Of Approval

SUNNYVALE, California -- September 18, 1981 -- Atari, Inc., today announced Underwriters Laboratory (UL) certification of Centipede<sup>™</sup>, its most recent coin-operated video-game introduction. Atari is the first coin-operated games manufacturer to actively pursue and obtain UL approval for one of its video games.

The UL has been in existence for over 85 years and is well-known throughout the world as an independent, non-profit and non-government related organization devoted to developing and enforcing product safety standards. Many cities currently require a UL listing for any consumer products entering the marketplace. All aspects of the product are considered as they relate to consumer safety including issues such as sharp corners or edges, electrical wiring, or glass objects appearing on or within a product. To ensure consistent quality and adherence to standards, a UL representative will periodically inspect the production procedures of any product given UL approval.

"Atari is concerned and devoted to producing consumer safe products," said Frank A. Ballouz, the company's vice president of marketing for the Coin-Operated Games Division. "Therefore, we sought to gain the approval of UL, because they are an independent, third-party organization with a reputation the consumer can count on. We look forward to proving Atari's high standard of quality by submitting all future games for UL approval and also hope to set an industry precedent."

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