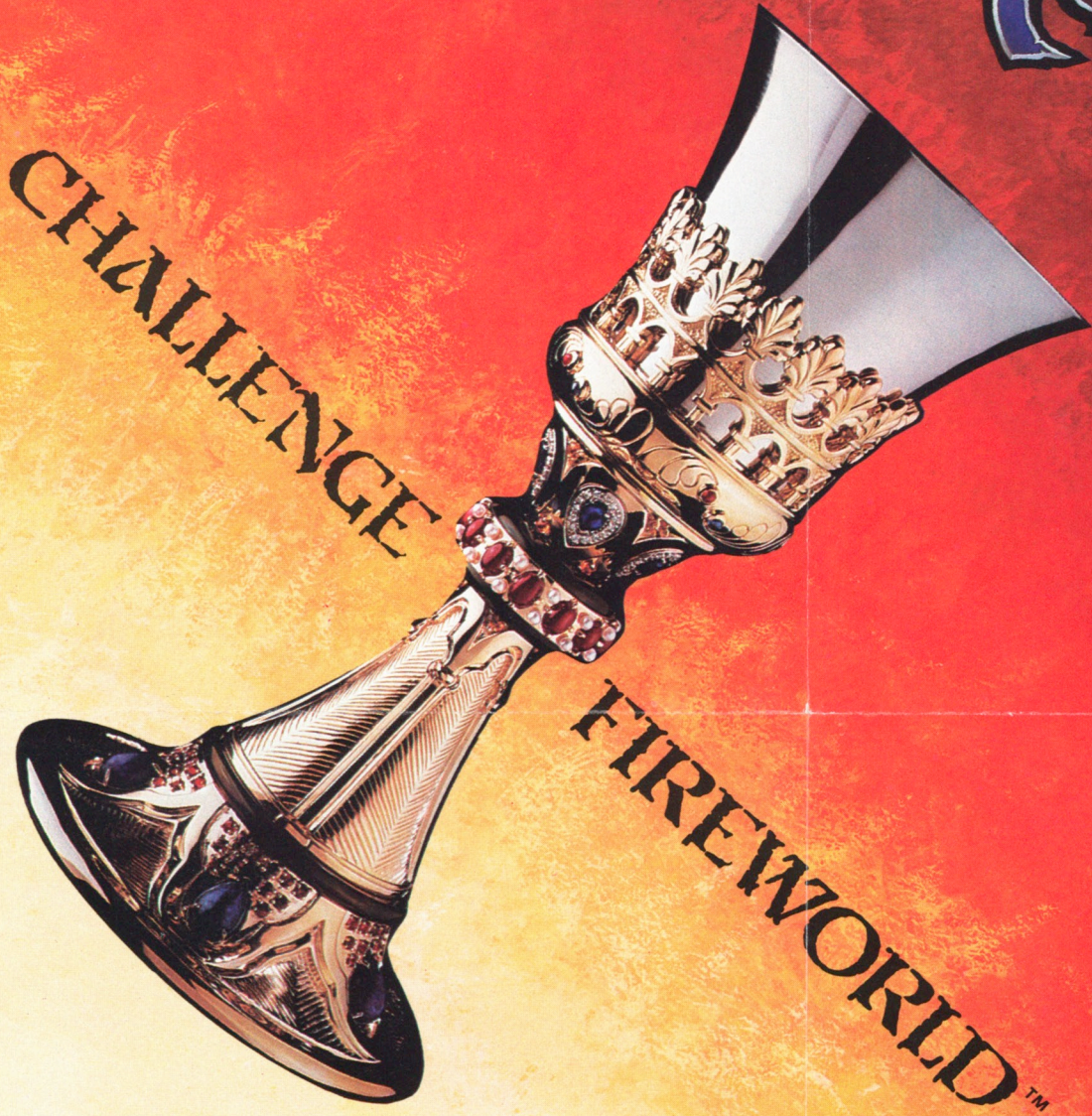


SWORDQUEST CHALLENGE FIREWORLD SWORDQUEST CHALLENGE FIREWORLD

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# ATARI® Swordquest™



CHALLENGE

FIREWORLD™

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**THE \$150,000  
SWORDQUEST™  
CHALLENGE CONTINUES...**

...with \$125,000 in Jewel Encrusted Prizes remaining to be won in the SWORDQUEST CHALLENGE...plus expense-paid trips to Atari Headquarters...and Atari Certificates of Merit for skilled players.

Here's your opportunity to participate in the second of four exciting contests designed by Atari to measure and reward your skill in playing the thrilling SWORDQUEST series adventure games: EarthWorld™...introduced in Fall, 1982...the game on which this current contest is based to measure and reward your skill in playing the thrilling SWORDQUEST series adventure games: WaterWorld™ and AirWorld™...scheduled for release later this year, also to feature separate contest segments and prizes.

This entire prize program in called the ATARI \$150,000 SWORDQUEST CHALLENGE. Are you up to the challenge? If you played EarthWorld and entered our first contest, you already know how it works. If the ATARI SWORDQUEST series is new to you, then read on. There are tremendously valuable prizes in this skill contest...a Grand Prize of an original \$25,000 Jewel Encrusted creation to the ultimate winner in each of the four separate contest segments (see illustrations), plus a special \$50,000 Sword prize to the National Champion in a Grand Finale Contest.

This leaflet provides the details for you to participate in the FireWorld Contest. Please read these rules carefully before you enter because only one entry is permitted per person in each SWORDQUEST CHALLENGE Contest segment. Get started now...the FireWorld Contest entry deadline is July 15, 1983.

ATARI Recognition Bonus: Every valid entry in this contest segment containing one or more correct answers will be acknowledged with a suitable-for-framing ATARI SWORDQUEST CHALLENGE CERTIFICATE which rates your skill level as a FireWorld game player.

**Enter soon...see how you "rate" with Atari today.**






# Swordquest™



## OFFICIAL RULES ATARI SWORDQUEST CHALLENGE: FIREWORLD CONTEST

1. Your success in the play of this new Atari video adventure game depends on your ability to progress through the FireWorld Kingdom. Proper progress will uncover "number clues" on the screen that lead to "word clues" in the booklet which accompanies your cartridge. Part of the analysis and reasoning required in this contest will involve your making correct choices among these clues. Specifically, while there are ten "word clues," only five are correct. One more clue, found in the booklet will be of help in determining which "word clues" are the correct ones.
  2. Clearly print those five "word clues" you believe to be the correct ones on the FireWorld Contest Entry Form provided as part of this leaflet and, together with your name and complete address, mail your completed entry form in time for receipt by July 15, 1983 to: Atari "FireWorld Contest," P.O. Box 8949, Westport, CT 06888.
  3. Everyone's entry will be individually graded for correct answers. If you have determined and furnished one or more of the correct "word clues," your entry will be acknowledged with an OFFICIAL ATARI SWORDQUEST CHALLENGE CERTIFICATE OF MERIT which has been "rated" according to a different skill designation for 1-2 correct answers, 3-4 correct answers, or all 5 correct answers.
  4. Entrants who supply all five correct "word clues" will compete in a play-off to determine the winner of the Grand Prize for the FireWorld Contest. This play-off will be held at Atari's headquarters in Sunnyvale, California, and Atari will pay for the travel expenses of the play-off contestants, consisting of roundtrip airfare to San Francisco from the airport nearest the contestant's home-originating city, ground transportation to Sunnyvale, two nights' lodging near Atari's headquarters, transfers, and meals.
  5. In the event more than 50 entrants provide all five correct "word clues," which is probable, tying contestants will be required to complete a statement dealing with what they like about the Atari FireWorld game as a tie-breaker basis for the judges' determination of the 50 winners of play-off trips to California. Tie-breaking statement-completion entries will be judged on the basis of originality, sincerity, and aptness of thought. Duplicate prizes will be awarded in the event of further ties. This tie-breaker contest shall be administered to qualifying contestants by mail as soon as feasible following the July 15, 1983 deadline for receipt of FireWorld entries.
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- Any play-off trip winner under the age of 18 will be entitled to an additional roundtrip plane ticket, at Atari's expense, to enable his/her accompaniment by one parent or legal guardian.
6. The play-off to be held at Atari's headquarters will consist of a time-measured skill competition among the field of finalists to play and solve a new special-edition Atari adventure game, similar in nature to the original FireWorld game, which has been prepared exclusively for purposes of the play-off. The first contestant to furnish this new game's correct answers shall be declared the winner of the FireWorld Contest's Grand Prize; a special one-of-a-kind FireWorld Chalice, a gorgeous goblet of platinum and gold glistening with rubies, sapphires, diamonds, and pearls — designed and created for Atari by Franklin Mint at a cost of \$25,000.

7. Following the conclusion of all four separate contest segments, the respective Grand Prize Winners will be invited back to Atari headquarters (at Atari's expense) to compete against one another in a Grand Finale Contest to determine the SWORDQUEST CHALLENGE National Championship. Again, a new special-edition Atari adventure game will be simultaneously provided for these players to solve on a time-measured skill basis. The first contestant to furnish this new game's correct answers shall win an incredible Jewel Encrusted Sword, with an 18 carat gold handle, gleaming silver blade blazing with diamonds, emeralds, rubies, and sapphires, also exclusively fashioned for Atari by Franklin Mint at a cost of \$50,000.

### GENERAL CONDITIONS

Challenge open to any U.S. resident except employees of Atari, its advertising and promotional agencies, the judging firm, and their immediate families. Only one entry per person in each separate SWORDQUEST CHALLENGE Contest segment. (This is the FireWorld contest segment.) Duplicate entries will be eliminated by computer and multiple Certificates of Merit will not be issued.



All entries must be submitted on Official SWORDQUEST CHALLENGE Contest Entry Forms, or photocopies thereof, and should be sent via first class mail.

Allow 4-6 weeks following entry for receipt of your Challenge Certificate of Merit by return mail. Atari assumes no responsibility for lost, misdirected, or late mail.

Entries will be graded by AMA, Ltd., an independent judging organization, who shall also administer and judge the statement-completion tie-breaker (if necessary). The decision of the judges shall be final in all matters relating to this contest. No correspondence will be entered into, and entries bearing no correct "word clue" answers will not be acknowledged or returned.

Except for incidental help from family and friends, entries must be wholly the by-product of the analytical skill and game play of the person submitting the Official entry form. Outside, mechanical, computer, or compensated assistance is expressly precluded by the spirit of this contest and, if employed, will provide cause for declaring such entries ineligible.

All entries become the property of Atari, Inc. and cannot be returned. Federal, State, and local government regulations apply. Offer void wherever prohibited or restricted by law.

Winners of play-off trips and any of the jeweled prizes will each be required to execute an affidavit of eligibility, a travel release, and a release granting Atari, Inc. the right to use their names and likenesses in advertising. No substitution or transfer of prizes permitted. Taxes on prize winnings are solely the responsibility of the winners.

For a list of the major prize winners in this contest segment, available no later than December, 1983, send a self-addressed, stamped envelope to: FireWorld Winners, c/o AMA, P.O. Box 5071, Westport, CT 06881 by October 31, 1983. (Please do not send entries to this address.) You will receive a list of prize winners by December, 1983.

### Official ATARI



### CHALLENGE

Mail to: ATARI FireWorld Contest  
P.O. Box 8949  
Westport, CT 06888

Name \_\_\_\_\_  
(Please Print)  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
(Required)

Entries must be received by July 15, 1983.

My FireWorld Contest  
Word Clue answers are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_