



DATA EAST USA, INC.

June 19, 1984

Dear Operator:

We'd like to introduce you to the best RETURN ON INVESTMENT opportunity in our industry in a long time- COBRA COMMAND, THE LASER DISK CONVERSION KIT.

Earnings on COBRA COMMAND exceed any conventional video or laser disk game in the marketplace. Extensive testing shows a strong, long-term earnings life.

The key to success and survival in our business today, is a fast and profitable RETURN ON INVESTMENT- and at MUCH LESS THAN THE PRICE OF A CONVENTIONAL VIDEO GAME, our Laser Conversion Kit is the answer.

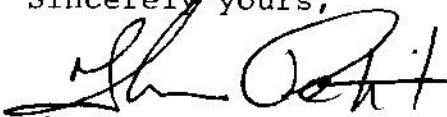
COBRA COMMAND Kits are available to convert:

Mach III	Dragon's Lair
Cliff Hanger	Space Ace
Astron Belt	Bega's Battle
Galaxy Ranger	Interstellar

Our distributors also have a limited number of complete machines that are priced right. I urge you to read the enclosed earnings report and call your Data East distributor now. In today's tough market, you can't afford to lose another day's high earnings that you'd have, if you'd already converted to COBRA COMMAND or bought a new machine.

Read the enclosed information and call your Data East distributor NOW! Get involved! Take action! Make your investment in Laser Disk hardware continue to pay off BIG!

Sincerely yours,



Thomas G. Petit
Vice President, Sales