

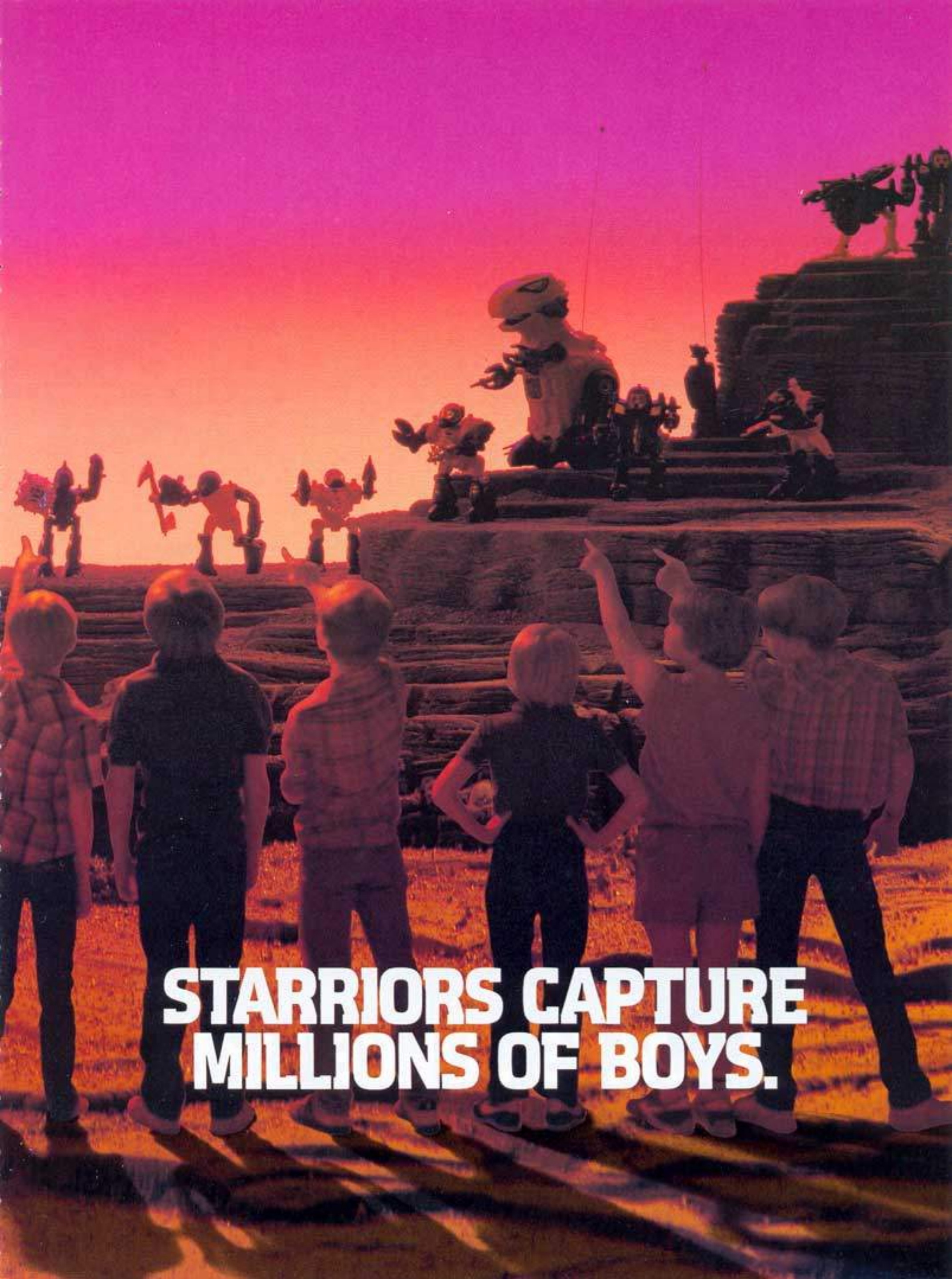
A group of six children are seen from behind, standing on a rocky, desert-like landscape under a vibrant sunset sky. They are looking towards several Starriors toys, which are stylized, mechanical creatures, positioned on various levels of a rocky outcrop. One child in the center is pointing towards the toys. The scene is bathed in the warm, orange and pink light of the setting sun.

**STARRIORS FROM TOMY.
THEY CAN BE CAPTURING
KIDS FOR YOU,
OR YOUR COMPETITORS.**

TOMY LICENSING DIVISION

Tomy Toys mean business.

901 East 233rd Street
P.O. Box 6252 Carson, CA 90749
213 549-2721 Telex 65-3493



**STARRIORS CAPTURE
MILLIONS OF BOYS.**



A SALES FORCE LIKE THIS

Kids are sold on Starriors. Now Starriors are ready to go to work selling kids for you. And they've got the power to do it.



**\$11,000,000
AD BUDGET
FOR 84/85**

In 1984 Tomy launched Starriors with a \$4,000,000 nationwide broadcast campaign.

In 1985 there will be even more Starriors, backed by an even bigger \$7,000,000 media budget. A campaign so intense it will reach 90% of all boys at least 30 times this year.



SYNDICATED TV MINI-SERIES SPRING AND FALL '85.

There is currently a Starriors television mini-series in production to air in Spring and Fall '85.

TOMY



COULD MEAN MILLIONS TO YOU.

That's powerful stuff in the kids market.

5,500,000 COMIC BOOKS.

There will be 500,000 full-size newsstand Starrior comic books distributed nationally this year. And an



additional 5,000,000 mini-comics will be packed with the toys themselves.

When your license depends on exposure, coverage like this is hard to ignore.

If you want to capture the kids market, call for

Starriors, they've captured the imaginations of kids.

STARRIORS