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MILTON BRADLEY
ACQUIRES G.C.E.

James J. Shea, Jr., Chairman of the Board and President of Milton Bradley Co., and Edward Krakauer, Chairman of the Board of General Consumer Electronics Corp. (GCE) announced that Milton Bradley has completed acquisition of the business assets of GCE for an undisclosed amount of cash. GCE will be operated as a wholly-owned subsidiary known as General Consumer Electronics, Inc. GCE, founded in 1980, has attracted industry-wide attention with its introduction of Vectrex, a self-contained home videogame system that uses VectraScan technology. Vectrex is to be introduced in seven of the country's largest markets this winter. GCE also has a line of watches and calculators with game-playing capabilities.

Mr. Shea said that product tests proved Vectrex to be more appealing to children than current systems offered in the marketplace, as well as offering portability to the owner since it doesn't require a t.v. set.