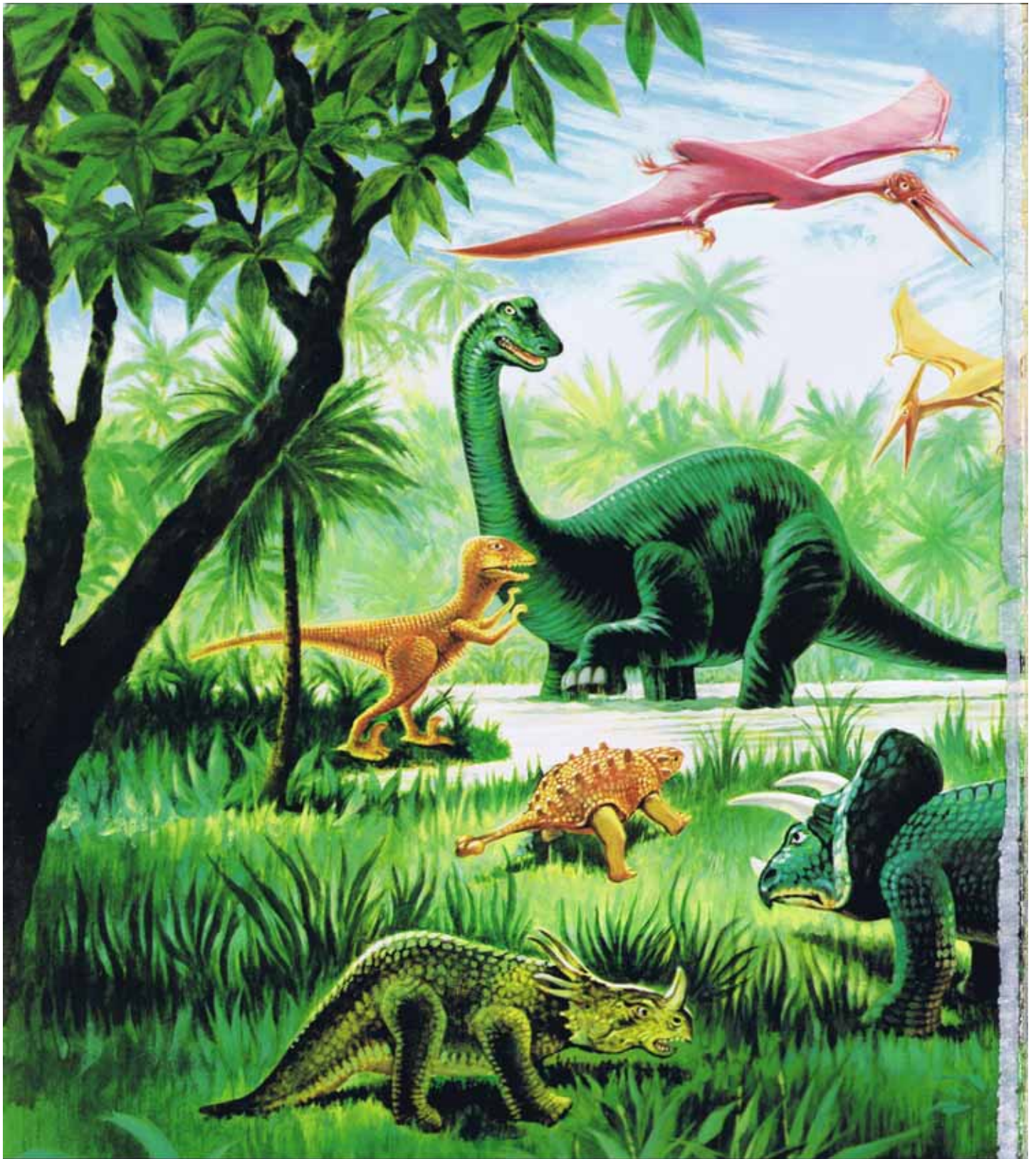


TYCO[®]

SPRING 1988

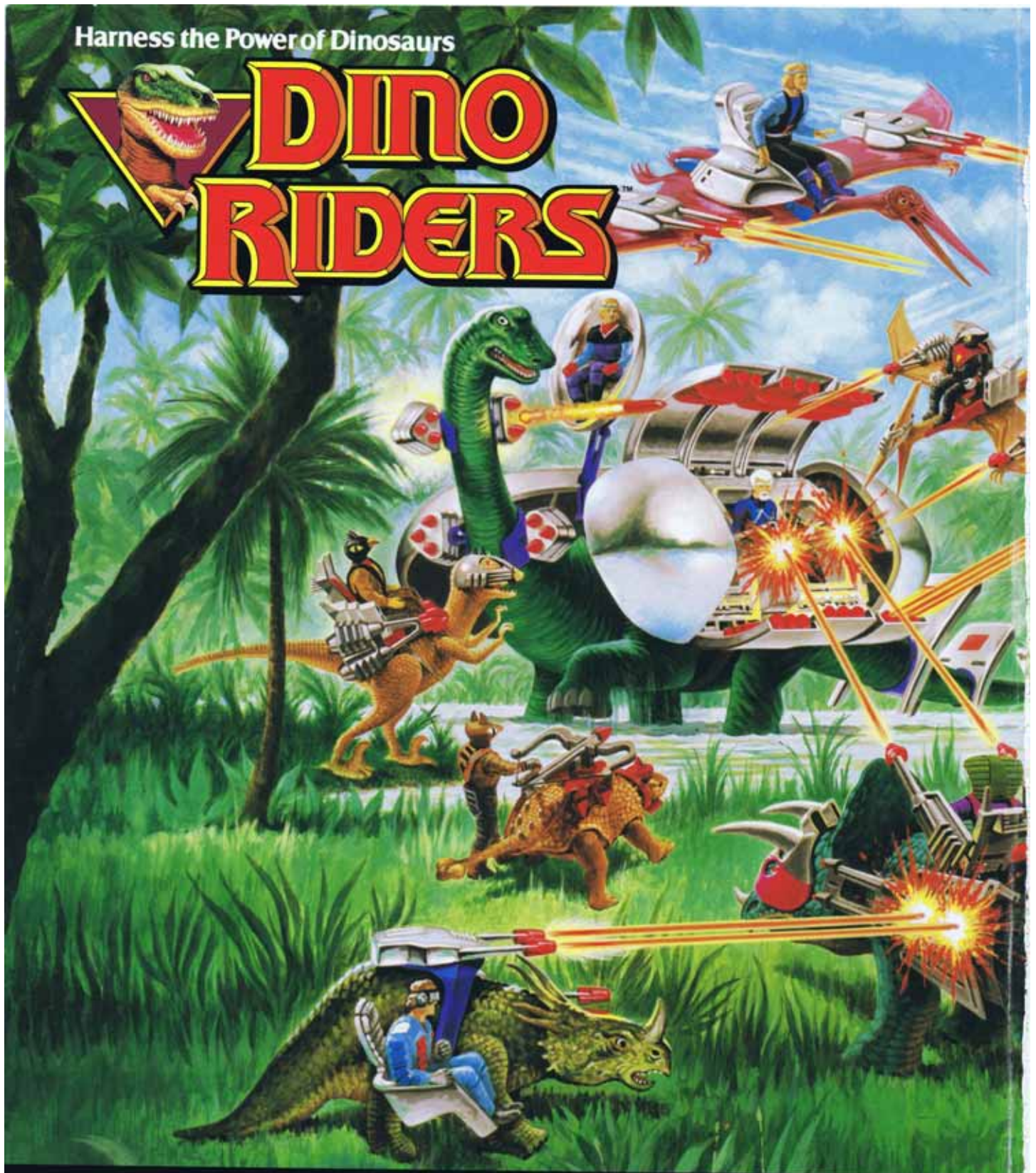


It's 65 million B.C. The last survivors of a distant planet have escaped to Earth, pursued by the Evil Rulons.



Harness the Power of Dinosaurs

DINO RIDERS



“Dinosaurs, extinct for 70 million years,
are back.”

—New York Times



Dinosaur fever has hit, and Tyco is responding with Dino-Riders. It is the perfect marriage of the two dominant fantasies of kid's play. The future. And the past. Backed by a \$10 million

commitment. It all begins December 26th on national television. Two minute Mini-Specials in every market in your universe. Harness The Power.™

**Dino-Riders Diplodocus
with Questar
Mind-Zei and Aries
and Full Battle Accessories**
No. 9150
New

Authentic 1/24th scale Dino-Rider Diplodocus is a walking fortress. Questar, the leader, controls four neck cluster rockets and two laser tail guns. Aries and Mind-Zei spring into battle from the hidden armed battle pods.



Quad neck cluster rockets



Pivoting command module



Twin laser tail guns



Hidden armed battle pods



Museum quality replica



Real synchronized head movement



Fully accessorized and ready for Battle

(One C-battery required, not included.)

“The dinosaur rage must be likened to the process of spontaneous combustion.”

—Merrill Lynch

**Dino-Riders Torosaurus
with Gunnur and Magnus
and Full Battle Accessories**

No. 9141
New

Authentic 1/24th scale Torosaurus is a super-armed battering ram. His hidden laser cannons and powerful dinosaur trippers make him a worthy opponent of Tyrannosaurus Rex. Dino-Riders Gunnur and Magnus control hidden flip-up laser cannon pods from twin rotating command modules.



Grappling hook and winch pull down Rulan defenses



Heavily armored and studded with laser cannons



Battering Ram head and Automatic Dinosaur Trippers



Flip-open armor reveals flashing laser cannons



Gunnur and Magnus figures lead Torosaurus into battle



Museum quality replica



Real synchronized head movement

**Motorized
WALKING
Action**



Fully accessorized and ready for battle

(One C, one AA battery required/not included.)

**Rulons Deinonychus
with Antor
and Rulon Dinosaur Trap
and Full Battle Accessories**
No. 9131
New

Authentic 1/24th scale
Deinonychus. Evil Rulon
Antor controls "The
Terrible Claw" with the
Rulon Brain Box and
Saddle Lasers.



**Rulons Pteranodon
with Rasp
and Rulon Dinosaur Trap
and Full Battle Accessories**
No. 9132
New

Authentic 1/24th scale Pteranodon.
Evil Rulon Rasp controls this
pre-historic fighter plane with
the Rulon Brain Box and twin
Laser tipped wing prods.



“The tiniest kids that can barely say
their own names, can say brontosaurus.”

—Harvard Museum

**Rulons Monoclonius
with Mako
and Rulon Dinosaur Trap
and Full Battle Accessories**
No. 9133
New


Authentic 1/24th scale Monoclonius is controlled by Evil Rulon Mako with the terrible Brain Box. Armed with pivoting high energy Laser cannons, Monoclonius, with battering ram head and moveable legs, strikes terror wherever he goes!



**Rulons Ankylosaurus
with Sting
and Full Battle Accessories**
No. 9111
New


Authentic 1/24th scale Ankylosaurus is slave to Evil Rulon Sting, controlled by the horrible Brain Box. Weapons include rotating Cross-Bow, plus the dinosaur's own Club-tail.





Dino-Riders Deinonychus with Sky and Full Battle Accessories
No. 9121
New


Authentic 1/24th scale Deinonychus. You unleash the power of "The Terrible Claw" and Dino-Rider Sky's supersonic rockets!



Museum quality replica


Fully articulated Dino-Rider Sky figure

Fierce battle-action kicks



Dino-Riders Quetzalcoatlus with Yungstar and Full Battle Accessories
No. 9122
New

Authentic 1/24th scale Quetzalcoatlus is Dino-Rider Yungstar's fighter plane with a laser sting! You flap his wings for battle-action, open his jaw to attack.



Museum quality replica with display stand

Fully articulated Dino-Rider Yungstar figure

Flapping battle-action wings, opening jaw and poseable head



Dino-Riders Action figures
No. 9105
New

A special collection of metallic decorated Dino-Riders figures. Two figures are packaged together on a dynamic, action-packed blister card.










Questar/Krulos Mind-Zei/Fire Magnus/Rattlar Turret/Finn

“There is an aura of mystery surrounding dinosaurs and our own unexplored past. That is the attraction.”

—F.A.O. Schwarz

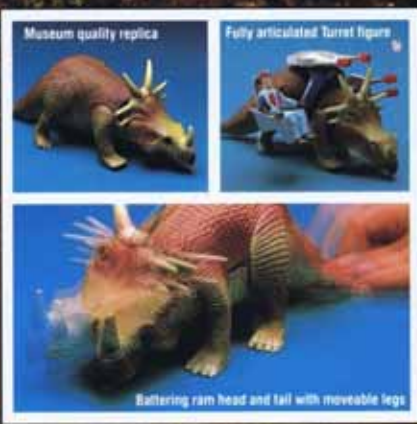
Dino-Riders Styracosaurus with Turret

and Full Battle Accessories

No. 9123

New

Authentic 1/24th scale Styracosaurus's spiked battering ram can destroy anything. Pivoting Dual Barrel Laser Cannons add to Dino-Rider Turret's armaments.



Battering ram head and tail with moveable legs

Dino-Riders Pterodactyl with Llahd

and Full Battle Accessories

No. 9112

New

Authentic 1/24th scale Pterodactyl is a pre-historic recon plane. Dino-Rider Llahd fires heat-seeking missiles from his battle perch.



Fully articulated Llahd figure also Pterodactyl hang glider



Aries/Six-Gill Gunnur/Termite Yungstar/Demon Llahd/Fang



"The Dino-Riders Adventure" Cassette

No. 9102

New

30 minute fully animated VHS Video Cassette, priced to retail under \$5. Tells the complete adventure.

**Rulons Triceratops
with Hammerhead and Sidewinder
and Full Battle Accessories**

No. 9140
New

Authentic 1/24th scale Triceratops has Real Walking Action. Controlled by Evil Rulons Hammerhead and Sidewinder with the horrible Brain Box, this three-horned pre-historic battle machine is armed with rotating laser guns and tail-mounted twin cannons.



<p>Removable Brain Box</p>	<p>Fully articulated figure commands from Pilot's seat</p>	<p>Rotating Radar Dish</p>	<p>Hammerhead is posed for full battle alert!</p>
<p>Museum quality replica</p>	<p>Real synchronized head movement</p>	<p>Fully accessorized and ready for Battle</p>	

**Motorized
WALKING
Action**

(One C battery required/not included)

“How long before the dinosaur boom is extinct? Maybe never.”

—National Institute of Business Management

**Rulons Tyrannosaurus-Rex
with Krulos, Bitor and Cobrus
and Full Battle Accessories**
No. 9160
New

Authentic 1/24th scale Tyrannosaurus Rex is the most terrible war machine of all. Evil Rulon leader Krulos controls the monster from high atop the pivoting command tower. Rulon Bitor and Cobrus man laser tail cannons.

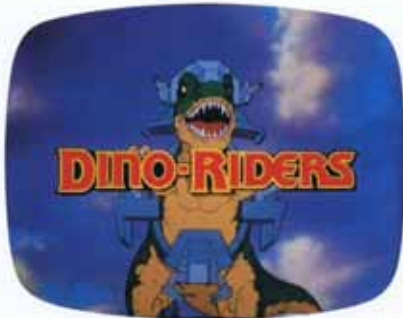


<p>Rulon Brain Box with rotating laser guns</p>	<p>Fully articulated figure atop the pivoting command tower</p>	<p>Getting-gun laser cannons</p>	<p>Articulated figure arms rear deflector shields</p>	<p>Cobrus activates Death Grip claws</p>
<p>Museum quality replica</p>	<p>Real jaws that open and close</p>	<p>Fully accessorized and ready for battle</p>		

**Motorized
WALKING
Action**

(One D battery required/not included.)

Two Minute Mini-Special “The Dino-Riders Adventure”



Harness The Power.
“Dino-Riders.”



Survivors of a devastated planet
crash to earth.



It's 65 million B.C., the age of
dinosaurs. Tyrannosaurus Rex,
Triceratops, Diplodocus.



“The Rulons! They’ve followed us!”



The evil Krulos, Rasp and Hammerhead...



capture dinosaurs and enslave
them with horrible brain boxes.



But the Dino-Riders fight back.



“You’ve come a long
way to die, Yungstar!”



“Looking for someone,
Shark Breath?”

“The most significant innovation in children’s
advertising since the advent of television.”

—Cy Schneider—Author “Children’s Television”



“Questar, look out!”
“We mean you no harm.” Questar and his Dino-Riders befriend and communicate with the dinosaurs.



“Use the path Lihad, become one with his mind.”



Together, they become a force for good.



Shackling them with heavy weapons, they began a war of survival.



“The Rulons are attacking!”
“We’ll smash them with lasers!”



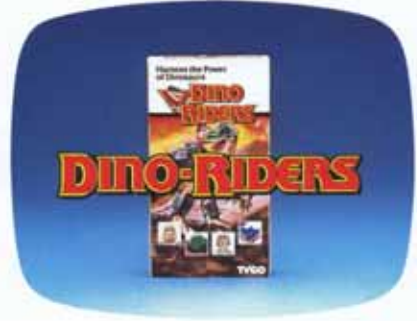
The Rulons want the Dino-Riders’ time key, for the ultimate power.



“I’ll be back, Yungstar!”



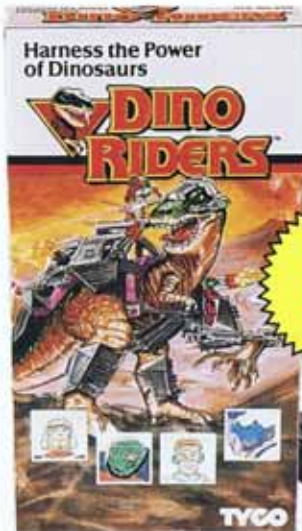
The Dino-Riders are here.



And so is The Dino-Riders Video Cassette. (Now! Wherever toys are sold.)

A marketing coup. The Mini-Special. Aired when virtually no other children’s toy advertising is running. December 26th thru mid-January. When toys are exchanged and holiday gift money is spent.

PROMOTIONS ...In The Home ...In Schools



“THE DINO-RIDERS ADVENTURE”

A 30 minute fully animated Video Cassette, priced to **retail under \$5.**

Millions of kids will see the complete, exciting Dino-Riders Adventure and Dino-Riders product commercials, again and again, in their own homes.

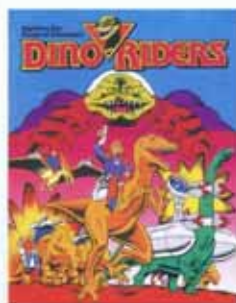
Video Cassette Special Offer!



Lifetime Learning Systems



Dino-Rider Lesson Plans and teaching aids will reach 4 million Elementary school children and their parents in the Fall of 1988.



In-Pack Comic Book

Tells the story of the Dino-Riders—and sells the collectibility of the entire line.



Dino-Riders Fan Club

Newsletter, collector cards, iron-ons... and more!

DECEMBER 26 TO MARCH

MONTH:	DEC	JANUARY					FEBRUARY				MARCH		
WEEK BEGINNING:	26	2	9	16	23	30	6	13	21	27	5	12	19
NETWORK TV ABC, CBS, NBC	2 Minute Mini-Special												
SPOT TV 45 Markets	2 Minute Mini-Special												
						Shackle the Beast :30							
						Avalanche of Rocks :30							
SYNDICATION 200 Markets	2 Minute Mini-Special												
						Shackle the Beast :30							
						Avalanche of Rocks :30							
											The T-Rex is Free :30		
											The T-Rex is Free :30		

**EVERY MARKET. EVERY DAY.
13 CONSECUTIVE WEEKS.**

“This is the largest single commitment we have ever made to the toy industry.”

—Richard E. Grey/President/Tyco

...In Stores... On TV, in Print



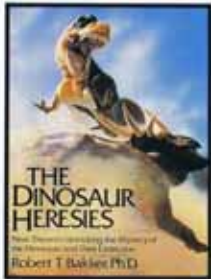
Major National Licensing Program

Dino-Riders will be everywhere...T-Shirts, Lunch Boxes, Publishing, Comic Books, Sneakers, Kids Clothing.



Wendy's
National Promotion
Dino-Riders
 6 Weeks: March 1-April 15
 3,500 Stores,
 Millions of Kids

National Media Tour



Doctor Robert Bakker, best-selling author and Dinosaur expert will tour the country as the Dino-Rider spokesperson. Will appear on such shows as "Johnny Carson," "Good Morning America," "Mr. Wizard," and answer kids' questions about paleontology via an 800 number.

Free P.O.P. Materials



Header cards, shelf strips and end caps will assure in-store action.

SEPTEMBER TO DECEMBER

MONTH:	SEPT		OCTOBER				NOVEMBER				DECEMBER			
WEEK BEGINNING:	19	26	3	10	17	24	31	7	14	21	28	5	12	19
SPOT TV 45 Markets	The T-Rex is Free :30						T-Rex					T-Rex		
			Shackle the Beast :30					Shackle				Shackle		
SYNDICATION 200 Markets			Avalanche of Rocks :30						Avalanche					
			The T-Rex is Free :30						T-Rex			Shackle		
	Avalanche of Rocks :30					Shackle the Beast :30						Avalanche		

**SEPTEMBER THRU CHRISTMAS, 3 COMMERCIALS.
 14 CONSECUTIVE WEEKS.**

**17 Million Boys will see Dino-Riders Commercials
 on Average of 28 Times**

\$2 million spring television introduction. Every market in the country. 13 consecutive weeks. 3 commercials. Breaking with the 2 min. Mini-Special and followed up with 30 second product commercials. \$3.6 million in the fall. 200 points each week. 14 weeks. Reaching 17 million kids,

on average 28 times. And more. "The Dino-Riders Adventure" Video Cassette. The Dino-Riders Fan Club. The lifetime learning system. A major national licensing program. Dramatic P.O.P. materials. A national media tour with noted Dinosaur expert. And ongoing P.R. in TV and print.