

Strat-O-Matic Official 40th Anniversary Convention & Tournament
Scheduled for July 26-28 in New York

NEW YORK, NY, APR. 23, 2002 -- There are medical conventions, teachers conventions, banking conventions and legal conventions - but is the world ready for a Strat-O-Matic convention?

To celebrate the 40th anniversary of this American icon of a board game, the first-ever official Strat-O-Matic convention will take place on July 26-28, 2002 at St. John's University in Jamaica, New York, with players from around the world expected to attend. Best of all, the games promise to be strike free and lockout free, and, unlike the on-field game, crying is permitted in Strat-O-Matic.

The **Official Strat-O-Matic 40th Anniversary Convention** will include guest speakers, including the game's founder, Hal Richman, roundtable discussions, tournaments, new product introductions, Strat-O-Matic trivia & games, special guests and much more. Registration information is available at the company's web site www.strat-o-matic.com, via email stratconvention@aol.com or by calling 631-462-STRAT(7872). **PLEASE USE THIS SPECIAL CONVENTION CONTACT INFORMATION -- DO NOT CONTACT STRAT-O-MATIC DIRECTLY.** Early-bird registration discounts expire on May 31, 2002.

"We look forward to meeting many of the people who have enjoyed the game for so many years," said Mr. Richman. "This has been a very special year for us and we are glad to be able to host such an event for our customers."

The company's 40th anniversary is truly a time of celebration and reflection for sports fans. Millions savor their Strat-O-Matic memories almost as much as their "real" sports memories. Thousands of celebrities and sports personalities including broadcasters Bob Costas, Marv Albert, Jon Miller, Dan Patrick, Gary Miller, players like Doug Glanville, Dale Murphy, Cal Ripken Jr, Jim Kaat and entertainers such as Spike Lee, Drew Carey and Tim Robbins trace their lifetime love of sports to Strat."

And who can forget the Mets' Lenny Dykstra's reaction in his historic walk-off home run in the 1986 post-season: 'I haven't done anything like that since Strat-O-Matic baseball!'

The game is just as simple and complex today, as it was 40 years ago. Simple because it can still be played on a cardboard replica field with three dice, 837 player cards and result charts. The complexity is in the more than 1000 hours of statistical analysis necessary to develop a product that produces player cards to accurately reflect the players' on-field performance.

"I truly believe that the accuracy and playability of the game is what has made it transcend time and keep players interested," explains Mr. Richman, who as an 11 year-old in 1948 invented the game that spawned the company that he still owns today. "Although many games and fads have come and gone, Strat-O-Matic endures because fans know that they are coming as close to managing their own team as is possible."

Strat-O-Matic is synonymous with baseball, but the company has developed a strong following in all four major sports over the past 30 years. Strat-O-Matic Football was first released in 1968; Strat-O-Matic Basketball was initially issued in 1973; and Strat-O-Matic Hockey was developed in 1978. In 1985, the company offered the first computer version of the game, and in 1996, the first CD Rom version became available. Although the core Strat-O-Matic audience stills loves to roll the dice, thousands of players have made the move to the computer game.

In addition to producing a new set of player cards each year to reflect the most recent season, Strat-O-Matic has also gone back in history to produce great teams and seasons of the past. Last year, the company produced its most ambitious undertaking, the Strat-O-Matic Baseball Hall of Fame player card set. Produced in limited quantity (5500 sets), each card encompasses the seven best seasons from the career of every Hall of Fame player (up until 2000). As an added bonus, three controversial "non-Hall of Famers" -- Pete Rose, Joe Jackson and Carl Mays -- are also included.

Strat-O-Matic Game Company is located in Glen Head, New York and on the internet at www.strat-o-matic.com. The company, founded and still run by Hal Richman, has been producing simulated sports games for 40 years.

Contact: 631-462-7872 (STRA) or stratconvention@aol.com

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