

# Strat-O-Matic

## Strat-O-Matic Celebrates 40<sup>th</sup> Anniversary

GLEN HEAD, NY, JAN. 15, 2002 -- Just months after Willie McCovey's line drive to Bobby Richardson ended the 1962 World Series, the **Strat-O-Matic Game Company** issued its first-ever complete set of player cards. Forty years later, Start-O-Matic is still the passion of thousands of sports fans around the world.

**Strat-O-Matic's** 40<sup>th</sup> anniversary is truly a time of celebration and reflection for sports fans. Millions of sports fans 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 and players including Dale Murphy, Doug Glanville, Cal Ripken Jr, Jim Kaat and entertainers Spike Lee, Drew Carey and Tim Robbins trace their lifetime love of sports to the game.

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 Hal 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 real sports fans know that they are coming as close to managing their own team as is possible."

Through the years, the game has been sold at select retailer stores, but most Strat-O-Matic games are sold directly by the company to consumers. In fact, each year, on the first day of availability hundreds of loyal players line up outside their offices to get the games. Some drive over 10 hours for the annual trek. This year, in honor of the 40<sup>th</sup> anniversary, select attendees at "Opening Day" will get the chance to play an inning against Hal Richman. The games can be ordered by calling 516-671-6566 or on the company's web site at [www.strat-o-matic.com](http://www.strat-o-matic.com).

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 *Strat-O-Matic Fanatics* have made the move to the computer game.

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Strat-O-Matic Game Co., Inc, 46 Railroad Plaza, Glen Head, NY 11545 [www.strat-o-matic.com](http://www.strat-o-matic.com)

Strat-O-Matic will also be hosting the Official 40<sup>th</sup> Anniversary Convention & Tournament on July 26-28 at St. John's University in Queens, NY. SOM players from around the country will be attending to share their memories and participate in a tournament.

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](http://www.strat-o-matic.com). The company, founded and still run by Hal Richman, has been producing simulated sports games for 40 years.

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