

CONFIDENTIAL
TO: BOB DORSEE

INTERNAL COMMUNICATIONS

To: B. J. Alley Date: November 10, 1986
From: W. E. Bosch Subject: Project B.C. Product Line

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The following is an updated review of the dinosaurs, aliens and accessories which comprise the product line known as "Dino Riders" — code named "Project B.C." The aliens are divided into two groups, Rulons (bad guys) and Sauresians (good guys). Some of the dinosaurs are used by both groups and some are used exclusively by one or the other.

As a general point of aesthetics, the Rulons and their accessories are identified by dark colors and sharply angled features; whereas, the Sauresians are identified by light colors and smoothly sculpted lines.

The items in this category are divided into four price points, with a total of eleven sku's. Listed by code names, the divisions are as follows:

1. "Dirt Cheap" assortment: two sku's (Ret. \$5.49)
 - (a) Strut (R)
 - (b) Terry (S)
2. "Low End" assortment: six sku's (Ret. \$9.99)
 - (a) Nike (R & S)
 - (b) Don (R & S)
 - (c) Clone (R & S)
3. "Mid-priced" assortment: two sku's (Ret. \$19.90)
 - (a) Doc (S)
 - (b) Top (R)
4. "Top End" one sku (Ret. \$34.99)
 - (a) Tyrant (R)

Following is a description of the figure(s) and accessory features which are included as a set with each dinosaur. Also included with each set, but not listed here is a label sheet, comic book, and a cross sell brochure.

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- Figures -

There are six different figures which are used throughout the line. These figures are decorated in various combinations to represent seventeen distinct alien characters. Each will be given a personal name and have a unique identity. They are listed here by code names only.

Rulon Figures

Kermet A, B, C
 Ant Man A, B, C
 Sharkey A, B
 Cobra A, B, C

Sauresian Figures

King Tut A, B
 Michael Tut A, B, C, D

See Appendicies A and B for more details concerning figures.

- Sets -

1. Strut (Euoplocephalus): Rulon
 Length: 10 1/2 feet (5 inches scale)
 Figure: Ant Man "A"
 Accessories (Dino): Crossbow, harness, Dino mind control
 Accessories (Figure): Sprue No. 1 (see Appendix C)
 Strut is used by the Rulon army as a mobile artillery piece.
2. Terry (Pterodactyl): Sauresian
 Length: 17 feet (8 inches scale)
 Figure: Michael Tut "A"
 Accessories (Dino): Hang glider frame, two rocket bombs
 Accessories (Figure): Sprue No. 2 (see Appendix C)
 The Sauresians use Terry for reconnaissance and emergency air support.
3. Nike (Deinonychus): Rulon and Sauresian
 Length: 15 feet (7 inches scale)
 Special Feature: Legs kick when button on back is pressed.
Rulon version
 Figure: Cobra "A"
 Accessories (Dino): Dino mind control helmet, rocket seat, anti-dinosaur side guns
 Accessories (Figure): Sprue No. 1
Sauresian version
 Figure: King Tut "A"
 Accessories (Dino): Rocket seat, defense lasers
 Accessories (Figure): Sprue No. 2

Both Rulons and Sauresians use Nike as a fast attack vehicle and for all-purpose light transportation.

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4. Don (Pteradondon): Rulon and Sauresian .

Length: 22 feet (10 inches scale)

Special Feature: Wings flap when secret button is pressed on back.

Rulon version

Figure: Sharkey "A"

Accessories (Dino): Dino mind control helmet, harness with seat with rocket motor, two laser-tipped wing pods

Accessories (Figure): Sprue No. 1

Sauresian version

Figure: Michael Tut "B"

Accessories (Dino): Harness with pilot's seat and turbojet, wing pods

Accessories (Figure): Sprue No. 2

Don is used by Rulons and Sauresians for high altitude reconnaissance and aerial combat support.

5. Clone (Monoclonius): Rulon and Sauresian

Length: 15 feet (7 inches scale)

Special Feature: Head wags when tail is moved from side-to-side.

Rulon version

Figure: Kermet "A"

Accessories (Dino): Dino mind control helmet, harness, diver's seat, laser cannon, dual rocket pod, tail spikes

Accessories (Figure): Sprue No. 1

Sauresian version

Figure: Michael Tut "C"

Accessories (Dino): Harness, driver's seat, triple laser cannon, dual top guns, radar disc.

Accessories (Figure): Sprue No. 2

Clone is used by Rulons and Sauresians for heavy artillery and armored ground support.

6. Doc (Diplodocus): Sauresian

Length: 35 feet (16 inches scale)

Special Feature: Battery powered walking action

Figures (2): King Tut "B," Michael Tut "D"

Accessories (Dino): To be defined

Accessories (Figure): Sprue No. 2 (2 pieces)

Doc is used by the Sauresians as a walking battle station.

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7. Top (Triceratops): RuIon

Length: 26 feet (12 inches scale)

Special Feature: Battery powered walking action

Figures (2): Kermet "B," Cobra "B"

Accessories (Dino): Dino mind control helmet, harness, pilot's seat w/phaser guns, tail gunner's seat w/two phaser cannons, armored side plates with two anti-proton cannons

Accessories (Figures): Sprue No. 1 (2 pieces)

Top is used by the RuIon army as an offensive combat platform.

8. Tyrant (Tyranosaurus Rex): RuIon

Height: 26 feet (12 inches scale)

Special Features: Battery powered walking action, roaring sound, other special features to be defined.

Figures (5): Kermet "C," Ant Man "B," Ant Man "C," Sharkey "B," Cobra "C"

Accessories (Dino): Dino mind control helmet, harness and cradle, forward control platform, two mandibles, gunnery platforms (L & R), two triple phaser cannons, driver's command platform, power plant, armor plating, tail gunner's seat, two tail guns, rear deflector shield

Accessories (Figures): Sprue No. 1 (3 pieces)

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Attachments

APPENDIX A

- Figures -

<u>Rulon</u> <u>Figures</u>	<u>Notes</u>	<u>Sauresian</u> <u>Figures</u>	<u>Notes</u>
Kermet "A"	_____	King Tut "A"	_____
Kermet "B"	_____	King Tut "B"	_____
Kermet "C"	_____		
Ant Man "A"	_____	Michael Tut "A"	_____
Ant Man "B"	_____	Michael Tut "B"	_____
Ant Man "C"	_____	Michael Tut "C"	_____
		Michael Tut "D"	_____
Sharkey "A"	_____		
Sharkey "B"	_____		
Cobra "A"	_____		
Cobra "B"	_____		
Cobra "C"	_____		

Notes: Rulon Figures

1. Ant Man, Sharkey, and Cobra use identical bodies, arms, and legs. All have different heads and decoration.
2. Kermet is completely different from the other three Rulon figure styles.

Notes: Sauresian Figures

King Tut and Michael Tut are completely different figures.

General

Figures designated A, B, C are physically identical, but have different decoration.

APPENDIX B

- Distribution of Figures Throughout the B.C. Line -

<u>Animal (Set)</u>	<u>Figures</u>
Strut	Ant Man "A"
Terry	Michael Tut "A"
Nike (R)	Cobra "A"
Nike (S)	King Tut "A"
Don (R)	Sharkey "A"
Don (S)	Michael Tut "B"
Clone (R)	Kermet "A"
Clone (S)	Michael Tut "C"
Doc	King Tut "B," Michael Tut "D"
Top	Kermet "B," Cobra "B"
Tyrant	Kermet "C," Ant Man "B," Ant Man "C," Sharkey "B," Cobra "C"

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APPENDIX C

- Accessory Sprues -

Sprue No. 1

Rulon

Mace

Binoculars

Ladder

Bazooka

Shield

Electronic Whip (Mace)

Crossbow

Sprue No. 2

Sauresian

Handgun

Rifle

Water Skin (canteen)

Bandolier

Dino Lure (caller)

Ladder

Helmet

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APPENDIX D

- Estimated Costs and Gross Margin Analysis -

<u>Item</u>	<u>Item Cost</u>	<u>Average Cost</u>	<u>"A" Price</u>	<u>G.M.</u>	<u>Volume X1000</u>	<u>Gross Sales X1000</u>	<u>Gross Profit X1000</u>
<u>"Dirt Cheap" Assortment</u>							
Strut (R)	\$1.42	\$1.36	\$4.25	68.0	500	2,125	1,445
Terry (S)	1.30						
<u>Low-End Assortment (R)</u>							
Nike	2.77						
Don	1.78	2.34	6.25	62.6	1,000	6,250	3,910
Clone	2.46						
<u>Low-End Assortment (S)</u>							
Nike	2.77						
Don	1.78	2.34	6.25	62.6	1,000	6,250	3,910
Clone	2.46						
<u>Mid-Priced Assortment</u>							
Doc (S)	N/A						
Top (R)	N/A		12.99	N/A	500	6,495	N/A
<u>Top End</u>							
Tyrant	N/A		21.99	N/A	400	8,796	N/A