

## **STOP THE PRESSES**

**May 4, 1994**

### **AC Holds Space In The July Issue**

*Amazing Computing* has held portions of the July issue, currently in pre-press production, in order to get the latest information concerning the fate of Commodore and the new opportunities for the Amiga. Don Hicks, *AC*'s founder and managing editor stated, "We have a responsibility to provide our readers with the latest developments in the Amiga market. We sincerely feel that the split of the Amiga from the management of Commodore International is the best news for the Amiga. We want to provide our readers with all the information available. These are spectacular times for the Amiga and our readers want to be informed."

"Amiga developers need to demonstrate to their customers that they are in business. With the changes in the Amiga marketplace, Amiga vendors now have one of the best opportunities in years. We want to allow these developers as much opportunity to reach the market immediately as possible."

### **CEI Intends To Buy Amiga Technology**

In a press release as well as a fax sent to Amiga dealers, CEI of Miami, Florida announced it was in the process of securing the Amiga technology from Commodore's trustees. Alex Amor, CEI president, stated that CEI had secured a legal firm in the Bahamas to purchase all of the Amiga technology to continue the production and development of Amiga hardware. While several other companies have been rumored to be interested in the Amiga, CEI is the first company to openly state their intention to bid for the Amiga.

"Once we have been able to secure the technology rights from the trustees, we will be able to have Amiga hardware on the shelves in ninety days." stated Mr. Amor in a telephone conversation. He went on to explain that it was not CEI's original intent to build Amigas, but that the hardware was too valuable not to succeed. He has been in contact with sub-contract companies who can provide the production facilities as well as investors who see the Amiga as an excellent under-valued commodity. He also stated that current stock of Amiga hardware was available to keep Amiga dealers in business during the transition.

**"Change is the only thing that offers new opportunity."      Ross Shafer**

**"There is nothing wrong in change if it is in the right direction. To improve is to change, so to be perfect is to have changed often."**

**Sir Winston Churchill**

### **Change = *Amazing Computing***

The rules have changed in the Amiga marketplace. Now it is more important than ever to get your message to the Amiga consumer, while maintaining your resources. *Amazing Computing* continues to offer the least expensive and quickest access to the nucleus of the Amiga market.

*AC* readers are involved with the Amiga and everything it can do. They are an active Amiga community who support and purchase Amiga products on a regular basis. Everyone will be watching the pages of the next *AC* for the latest news, because *AC* will be the only Amiga publication who has held production to provide that information.

**Right Place**

**Right Time**

**Right Price**

***Amazing Computing for the Amiga***

Cost effective advertising to the nucleus of the Amiga buying public and the ability to reach the consumer in a timely manner, make *Amazing Computing* your most effective resource. For a program specifically designed for your needs, contact *AC*'s offices today! In Canada and the

U.S. dial 800-345-3360, 508-678-4200, or FAX 508-675-6002.

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