

YOU'RE WANTED - UNDEAD OR ALIVE - AT: CALIFORNIA EXTREME 2004



All right, which one of you yeller-bellied varmints disturbed my eternal slumber at Boot Hill? Now I'm obliged to tell you about this showdown they're havin' way out west called California Extreme 2004. Y'see, this wild bunch of plumb loco hombres git all ginged up once a year and drag all their classic pinball and arcade video games down to the Parkside Hall in Silicon Gulch. They're all put on free play for yore enjoyment, can ya believe it? Hundreds and hundreds of games just waitin' for those itchy trigger fingers. This year is gonna have some extry-special features, personalities and surprises. One hi-falutin' fandango you ain't gonna want to miss is the return of the Pinball Rodeo! That's right, them ornery desperados has rounded up the herd of maverick modified machines and drove 'em up the cattle trail from old Scottsdale-town just for this shindig. They ain't been seen hide-nor-hair of since the Wild West Pinball Fest of '97! Come play a pinball game with your feet! Play another one-handed (so's you can keep yore other hand on yore shootin' iron, just in case...) And the videos? You'll see plenty of yore old favorites, as well as some that are rarer than rattlesnake milk! Think you can outgun the fastest joystick in the west? Billy Mitchell will be on hand to show you the fastest way around a Pac-man game...he played the first perfect game! So git yore spurs sharpened up, yore saddlebags packed and mosey on down to San Jose...the Wild West is gonna live again, for a couple days at least! Soon's I roust up old Rudy over there, we're headin' into the sundown ourselves, so you'd best be packin' yer silver bullets and be lookin' out for us...'afore we find you!



Yore pal, Deadeye the molderin' cowboy, and his silent sidekick Rudy

Aug. 7 & 8, 2004 - Parkside Hall, San Jose

Check for latest details at WWW.CAEXTREME.ORG

General Admission Hours:

Saturday, Aug. 7 11:00 AM to 12 midnight!*

Sunday, Aug. 8 11:00 AM to 9 PM!*



* Pre-register and get in a half-hour early (10:30 AM) on Saturday and/or Sunday! Become an exhibitor and get in free! Check the website for wanted games: bring three approved games (or two EM's!) and get in free for the weekend, and for Friday Exhibitor Preview!! Contact us first for game approval and details. Offer may be withdrawn if we fill up!

Pre-Register by July 16th! Cut out and send registration to:

2004 California Extreme
13436 Pastel Lane
Mountain View, CA 94040

ph. 1-408-390-PINS



Name _____

Address _____

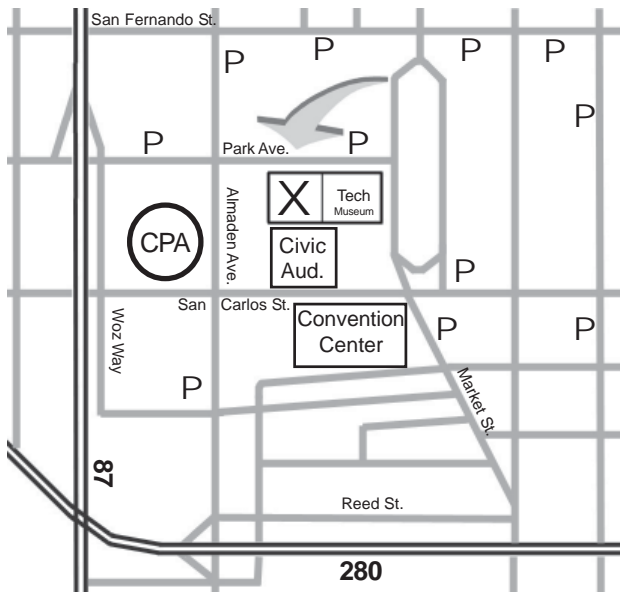
City _____ State _____ Zip _____

Email/phone _____

Pricing:	Adults	Kids (<12)	
		(must be with adult)	
Saturday	\$25	\$12.50	_____
Sunday	\$20	\$10	_____
Weekend (Sat & Sun)	\$40	\$20	_____
Weekend plus T-shirt*	\$55	\$35	_____
(add \$5 for xxl or xxxl)			
Drawings	2/\$5, 5/\$10		_____
Shirt (s,m,l,xl)*	\$15		_____
Shirt (xxl, xxxl)*	\$20		_____
Shirt Size(s):	_____		_____
TOTAL			_____

I want to volunteer...tell me how! I can bring games...tell me how!
Preregistration will allow you to get in 1/2 hour before General Admission opening time!
Register today! Print your name clearly, it will be put on your admission badge...make copies of this form for your friends and family!

*Preorder your shirts now and save...they will be more expensive at the door.
Note: Exhibitors only for Friday Preview...bring games!



Frequently-Asked Questions about

CA Extreme

What? **CA Extreme**, The Galaxy's Premier Arcade Game Show!
When? **Aug. 7 & 8** (Exhibitors preview, Fri., Aug. 6, See inside!)
Who? Anyone who remembers the best games to be played for a quarter! Revisit the classic arcade games from the past to the present! 100's of Pinballs, Classic Video Games, and other Arcade memorabilia!
Where? At Parkside Hall, next to the Tech Museum in downtown San Jose. Look for the "X" on the map at left. Lots of Parking ("P") in the area.
Why? They don't make fun like that anymore!
No, really, Why? Because a dedicated band of enthusiasts wants to share their passion and nostalgia for the halcyon days of their mis-spent youth, when quarters did not last long in their pockets, and fun was measured out in "Specials" and not tickets...and it's all on Free Play!
 Sorry I asked...I'll just go fill out the registration form now.



THE WILD, WILD WEST IS BACK FROM THE DEAD FOR ONE WEEKEND...AT:

CALIFORNIA EXTREME 2004



THE WEST'S PREMIER ARCADE VIDEO GAME AND PINBALL STAMPEDE RIDES AGAIN!



California Extreme

13436 Pastel Lane
Mountain View, CA 94040

Twenty-three hours of classic arcade madness...no quarters necessary! Blow the grave-dust off of your games and bring 'em down to the show...three approved games gets you in free!

