



Order Due Date: 8/1/12

Release Date: Q4 2012

# *The Lord of the Rings: The Fellowship of the Ring* Deck-building Game

## Game Contents

- 200+ Game Cards
- 7 Oversized Hero Cards
- 1 Rulebook

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## Game Summary

In *The Lord of the Rings: The Fellowship of the Ring* Deck-building Game, you take on the role of Frodo, Gandalf, Aragorn, or one of their brave and heroic allies in the struggle against the forces of the Dark Lord Sauron! While you begin armed only with basic combat maneuvers, you will add new, more powerful cards to your deck as you go, with the goal of defeating the deadly forces that serve Sauron as you make your way towards Mount Doom. In the end, the player who has accumulated the most Victory Points from the cards in his or her deck wins the game.

Each player takes on the role of an iconic hero from *The Lord of the Rings: The Fellowship of the Ring*, including Aragorn, Frodo, Gandalf, Legolas, Gimli, Samwise, and Boromir. Each hero comes with a special power unique to that character and usable only by that player.

Each player starts with his or her own basic ten-card deck and draws a hand of five cards each turn. Power is the currency you will use to buy new, stronger cards to add to your deck. The goal of a deck-building game is to craft your personal deck into a well-oiled machine. There are five different types of cards that can be acquired: Enemies, Allies, Artifacts, Maneuvers, and Locations.

To bolster their existing deck of cards, players use Power to acquire cards from "The Path," a large, central stack of cards that supplies a five-card line-up from which players make their purchases. Each player will always have five face-up cards to choose from each turn, so every turn there are new options and surprises.

When a player has amassed enough Power, he or she may defeat more powerful enemies from the "Archenemy" deck. "Archenemy" cards are represented by the notable enemies from *The Lord of the Rings: The Fellowship of the Ring*, including Saruman, and the Balrog, among others. When an "Archenemy" is defeated, a new one appears and makes an Attack against each player in the game! Players can defend themselves with Defense cards like Boromir's Shield, Mithril Armor, "You Shall Not Pass!" and several others.

The objective for each player is to acquire the most “Victory Points” at the end of the game. Nearly every card acquired during the game has a Victory Point value, with the “Archenemy” cards providing the most Victory Points. In the end, the player who has accumulated the most Victory Points from the cards in his or her deck wins the game.

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### Key Selling Points

- Play as Frodo, Gandalf, Aragorn, Samwise, Legolas, Gimli, or Boromir. The Fellowship is prepared to begin its journey!
  - Each Hero of the Fellowship has a unique special ability that will open up different strategies to the player.
  - Card combos, strategy, and fun abound in this game where every card features amazing fan-favorite scenes from *The Lord of the Ring: The Fellowship of the Ring*.
  - Everything you need to play the game comes in one box!
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### Marketing Support

- Online media advertising on consumer and retail trade sites, including **boardgamegeek.com** and **ICV2.com**
  - Game reviews and press coverage across major hobby, comic, film, and general entertainment media outlets to support game launch
  - Heavily promoted at consumer event shows throughout the year, including Gen Con, Wondercon, and NY Comic-Con as well as Cryptozoic-managed mini-gaming events
  - Hobby store retail promotional program to drive awareness and excitement for product launch and availability
  - Review copies sent to online media ranging from enthusiast outlets (hobby gaming, comic and general pop culture) and film outlets (Slash Film, Total Film) to mainstream outlets (USA Today, Wired) for expanded consumer exposure
  - Launch expanded product page on **Cryptozoic.com** and online media presence on the Cryptozoic Entertainment Facebook page to announce game, run special promotions, and introduce new cards and artwork on a continued basis up until launch
  - Cross-promotions with Warner Bros. via giveaways, contents, and announcements on Facebook page and at conventions/special events
  - Exclusive gameplay promo card(s) that will be distributed via events and special consumer and retail promotions
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### At a Glance

- Number of Players: 2–5
  - For Ages: 15 and up
  - Playing Time: 30–45 minutes
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## Ordering Information

Item Description	Contents	UPC	ISBN	MSRP	Preliminary Dimensions
<b>Game</b>	200+ Game Cards 7 Oversized Hero Cards 1 Rulebook	 8 15442 01443 6	978-1-61768-213-1	\$40.00	12.25" x 8" x 3"
<b>Game Case</b>	6 Games/Case	 8 15442 01444 3	NA	\$240.00	