



Order Due Date: 2/7/13

Release Date: Q2 2013

## *Night Eternal*



### Contents Summary:

- 100 Game cards
- 5 Faction Tokens
- 56 Glass Beads with Velvet Bag
- 1 Rulebook
- 10 Games per case

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### Game Summary

In ancient times, immortal vampires played games with people's lives and with real blood stakes. Now in card game form, no real blood will be spilled, but the strategy, tactics, and power-plays still abound. Based upon a game that exists in the *True Blood*® universe, *Night Eternal* is a competitive card game of intrigue, power-plays and betrayal where vampires jockey for power, position and ultimate control of the rival factions: The Authority and The Monarchy.

Players must ante blood from their pools to both factions each turn of the game. Players build up their hands by acquiring cards from a powerful, but temperamental Immortals deck and a willing and able Agent deck. The cards a player chooses to play will determine the faction to which he or she is loyal... for now. In turn order, each player plays out one card (face up) during each of three rounds each turn, so you never just how much power it will take to seize control of a faction each turn.

Players must pay attention to the cards their opponents are playing. It's more difficult to enable a powerful card's special ability if your opponents are playing weaker cards. Weaker card special abilities are easy to resolve, but weakness doesn't win the war. Special abilities might allow a player to steal blood from a faction or move it from one faction to another, so switching your loyalty to a new faction (by playing cards of that faction) might just throw off your opponents' best laid plans.

In the end, power still rules the day. At the end of each turn (after three rounds of card play), the cards are scored. The player with the highest value of Authority cards earns that faction's blood pool. The player with the highest value of Monarchy cards earns that faction's blood pool.

The key to victory is to have more blood tokens than any other player when the first player dies... by running out of blood.

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### Key Selling Points

- Based on the Emmy®-nominated HBO series *True Blood*®, *Night Eternal* is a game that has existed for thousands of years as a favorite amongst the vampires in the *True Blood*® universe.
- In the battle to control The Authority and The Monarchy, players will access two card decks to do their bidding: Immortals and Agents. Immortals are powerful, but difficult to recruit. Agents are always ready and willing to do their master's bidding.
- Each round is highlighted by three turns of card play. Turn order varies during each of the three rounds each turn, keeping everyone on their toes looking for the right time to make their move.
- The ante is determined at random each turn by revealing the top card of the Immortal deck. The faction that Immortal favors gets more of your ante than the other faction.
- Strategy and bluffing abound. If you make a big power-play towards one faction with your first card play of a turn, that might scare off the other players. Even if you can't follow that up with additional strength, it may be too late for your opponents to switch. But the crafty ones might!

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### Marketing Support

- Online media advertising on consumer and retail trade sites, including boardgamegeek.com and IGV2.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, PAX (Prime and East), and San Diego Comic-Con as well as Cryptozoic managed mini-gaming events and hobby store-specific activities
- 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, toy, comic and general pop culture) and *True Blood*® fan and news sites, to mainstream outlets (USA Today, Wired) for expanded consumer exposure
- Launch expanded product page Cryptozoic.com and online media presence 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 HBO via giveaways, contests and announcements on Facebook page and at conventions/special events

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### At a Glance

- Number of Players: 3 – 5

- For Ages: 15 and up
- Playing Time: 30–45 minutes

### Ordering Information:

**Available to ship:** North America, Europe, Australia, New Zealand

Item Description	Contents	UPC	ISBN	MSRP	Preliminary Dimensions
<b>Game</b>	<ul style="list-style-type: none"> <li>• 100 Game cards</li> <li>• 5 Faction Tokens</li> <li>• 56 Glass Beads with Velvet Bag</li> <li>• 1 Rulebook</li> </ul>	 8 15442 01556 3	978-1-61768-283-4	\$30.00	9.25"x6.25"x1.75"
<b>Game Case</b>	10 Displays per Case	 8 15442 01557 0	NA	\$300.00	