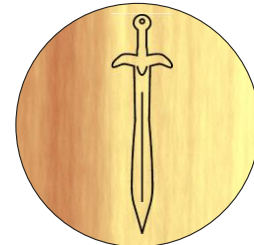
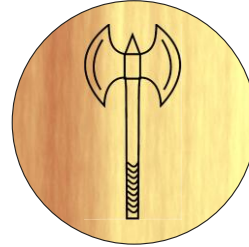
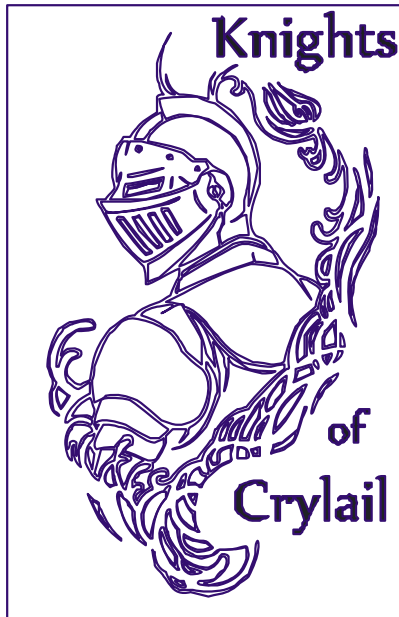




Board Game **KNIGHTS OF CRYLAIL** (BPN1015) *Blue Panther LLC*



A dark wizard has summoned three mighty Drak-Borgs, equipped them with stones of power and sent them to their death in the Void. When each Drak-Borg meets this fiery doom, the wizard and his legions increase in power. The hope of the Free Lands of Crylail depends on the brave knights and their fellow fighters sent to slay the Drak Borgs in the Lanten fields at the edge of the world.

Knights of Crylail is a dexterity game for 2 or 4 players. Simple rules that will have you playing in minutes on any flat surface. Surprising options and depth of strategy. Includes 15 laser engraved hardwood disks, 4 wood boundary markers and rules.

### **Selling Points for Your Store**

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- A “flicking” or dexterity game for people of any age.
- Unique appearance (collector’s tin) and hardwood components generate interest and attention
- Appeals to all gamers – RPG, Euro, Abstract, Miniatures
- Small, portable, plays on any table.
- Makes a great gift across the whole population of gamers.



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### **Display and Cross Selling Suggestions**

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- Group with dexterity or family games.
- Leave a copy set up on any open table – lots of Eye Candy, people will step up and try it for a while.
- When the non-gamer asks what to try – this is a natural choice.
- At this price point, could be an impulse buy.
- Fantasy theme appeals to RPGers and “monster gamers”

### **One liner / Initial Contact Sales Pitch**

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- This is a great two player, four player or two team game that you can play ANYWHERE there is a flat surface.
- Brings back memories of the simple games you played as a kid...
- It looks cool, it's easy to learn, easy to play, go on and give it a try.
- If you've ever played bocce or crokinole, then this new dexterity game is going to be something you'll like!
- Finally a quick game you and your whole family can play anywhere anytime!
- The most fun you'll every have with something inside a little tin box...

### **Purchasing Information**

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Available in June from your local rep or distributor *BPN1015 Knights of Crylail, MSRP \$20*

### **Support & Future Plans**

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Knights of Crylail is the first dexterity game from Blue Panther. It takes advantage of our laser engraving mfg process. There will be an expansion for Knights of Crylail in an even smaller tin box available for Christmas 2010 – adding some new pieces and powers to the game, with an MSRP of about \$10. Great holiday impulse buy.

Blue Panther attends and sponsors multiple events at national (Origins, Gencon) and regional conventions (Strategicon, Michicon and others). Blue Panther has a very aggressive convention prize support program, including game donations as prizes and for the con games' library.

*Order \$100 MSRP of any combo of products at the show and we'll laser engrave your logo on a free dice tower.*

### **Contact**

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