



Order Due Date: 12/1/2013

Release Date: Q2 2013

The Hobbit: An Unexpected Journey™

Deck-building Game

Game Contents

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

Game Summary

In *The Hobbit: An Unexpected Journey* Deck-building Game, you take on the role of Bilbo, Gandalf™, Radagast, Elrond, or one of the 13 brave and heroic dwarven allies as they begin their journey to reclaim the lost Dwarven Kingdom of Erebor! While you begin armed only with the strength of your courage, you will add new, more powerful cards to your deck as you go, with the goal of overcoming the swarming Goblins and Orcs, and deadly Wargs and Sorcerers that wait to ambush you on your journey. 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 Hobbit: An Unexpected Journey*, including Bilbo, Gandalf, Radagast, Elrond, Thorin, and his 12 dwarven allies. Each hero or group of heroes 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 changing five-card line-up that is supplied by a large, central stack of cards. 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, which represents the notable enemies and dangerous situations from *The Hobbit: An Unexpected Journey*, including the deadly Trolls, Bert, Tom, and Bill. 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 “A Short Rest” or a Dwarven Axe.

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.

Key Selling Points

- Play as *Gandalf*, Bilbo, Elrond, Radagast, Thorin, and the other 12 dwarven adventurers in a quest to build the most powerful deck of cards and acquire the most points needed for victory!
- Each Hero of the adventure 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 Hobbit: An Unexpected Journey*.
- Includes eight special “Impossible Mode” Archenemies for players looking for a nightmarish challenge.
- Everything you need to play the game comes in one box!

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 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, comic, and general pop culture) and film outlets (Slash Film, Total Film, OneRing.net) to mainstream outlets (USA Today, CNN, Wired) for expanded consumer exposure
- Launch expanded product page Cryptozoic.com and online media presence via the Cryptozoic Entertainment Facebook page and Twitter account to announce the 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

At a Glance

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

Ordering Information

Available to ship: Worldwide

Item Description	Contents	UPC	ISBN	MSRP	Preliminary Dimensions
Game	200+ Game Cards 7 Oversized Hero Cards 1 Rulebook	 8 15442 01447 4	978-1-61768-247-6	\$40.00	12.25"x8"x3"
Game Case	6 Games/Case	 8 15442 01448 1	NA	\$240.00	TBD