

CRYPTOZOIC™ ENTERTAINMENT

Order Date: 11/16/12

Release Date: Q1/Q2 2013

The Hobbit: An Unexpected Journey Board Game

Game Design by: Reiner Knizia



Contents Summary:

2 Game Boards

5 Dice

14 Dwarf Cards

18 Resource Tiles

2 Treasure Tiles

15 Quill Markers

© Warner Bros. Entertainment Inc. All rights reserved. THE HOBBIT: AN UNEXPECTED JOURNEY and the names of the characters, items, events and places therein are trademarks of The Saul Zaentz Company d/b/a Middle-earth Enterprises under license to New Line Productions, Inc.

(s12)

©2012 Cryptozoic Entertainment. 16279 Laguna Canyon Road, Irvine, CA 92618. All Rights Reserved.

Game Summary:

From master game designer Reiner Knizia comes *The Hobbit: An Unexpected Journey* Board Game, an exciting game of adventure in which you join Bilbo Baggins™ and his 13 dwarven companions on their journey through the Lone-Lands and Misty Mountains, encountering goblins, trolls, and other dangers that seek to put an end to their adventures. Traverse your way through two boards, each more difficult than the last, with the goal of coming out alive and prepared for the dangers that lie ahead. Your accumulated points at the end of the game will be your personal mark for finding out how good of an adventurer you really are!

Key Selling Points

- Cooperative game for 1-4 players that takes them through an adventure across two game boards!
 - Use your limited resources as you trek through Middle-earth, gathering gold and gems as you defeat the treacherous creatures and obstacles that stand in your way!
 - Overcome calamities that will stall your efforts to complete your journey and claim victory!
 - Work with your dwarven companions, who assist you in your travels as you encounter challenges that will need either a sharpened sword or quick diplomacy to overcome!
 - Designed by critically acclaimed game designer Reiner Knizia, 4-time winner of the Deutscher Spiele Preis award and the Spiel des Jahres award for board games.
-

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, NYCC and SDCC, and PAX (East and Prime), 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
 - PR outreach and interviews with acclaimed game designer Reiner Knizia
 - 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, 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 Warner Bros. via giveaways, contests, and announcements on Facebook page and at conventions/special events
-

At a Glance

- Number of Players: 1 – 4
- For Ages: 15 and up
- Playing Time: 30 – 45 minutes

Ordering Information:

Available to ship: Worldwide

Item Description	Contents	Item Number	UPC	ISBN	MSRP	Preliminary Dimensions
Game Box	2 Game Boards 5 Dice 14 Dwarf Cards 18 Resource Tiles 2 Treasure Tiles 15 Quill Markers 32 Event Cards	01530	 8 15442 01355 2	978-1-61768-169-1	\$40.00	12.125 x 12.125 x 2.875"
Game Box Case	6 Boxes/Case	01531	 8 15442 01356 9	NA	\$240.00	18.5"x 12.6"x 13"

© Warner Bros. Entertainment Inc. All rights reserved. THE HOBBIT: AN UNEXPECTED JOURNEY and the names of the characters, items, events and places therein are trademarks of The Saul Zaentz Company d/b/a Middle-earth Enterprises under license to New Line Productions, Inc.

(s12)

©2012 Cryptozoic Entertainment. 16279 Laguna Canyon Road, Irvine, CA 92618. All Rights Reserved.