



Release Date: Fall 2015

Adventure Time™ Card Wars Collector's Pack #5 ***Lemongrab vs Gunter***



Contents Summary:

- Lemongrab vs Gunter
 - 2 – 40 Card Decks
 - 8 Oversized Landscape Tiles
 - Lots of Hit Point Tokens
 - Plus Frozen Tokens

Game Summary

In this Collector's Pack, The Earl of Lemongrab and his sour disposition take on the cool as a cucumber penguin, Gunter! The box contains everything two players need to have a head-to-head Card Wars battle. But the cards are also great for adding to your previous collection and customizing your own decks! New cards, strategies, and oversized Hero cards await!

Lemongrab's deck contains cards that utilize SandyLands and Cornfield Landscapes. His new strategies include giving his opponent bad Creatures that take up space and mess up his opponent's combat phase. Keeping your opponents Creatures alive might just be your key to victory! You will also find new "bounce" Creatures that can enter and leave play at a moment's notice. And this deck can mess with your opponent's Landscapes!

Gunter's deck utilizes IcyLands and Blue Plains Landscapes. As a penguin, Gunter likes to hang out on the ice. Now he can! His deck has brand new ways of putting Frozen tokens on Landscapes... and this time, he might want to freeze his own! When his Creatures occupy Frozen Landscapes, they will be much more powerful. Of course, if he wants to get rid of the tokens he will need a lot of cards in hand. Blue Plains is still the king of card

draw. Blue Plains is also the best at moving Creatures between Landscapes. You will find that ability very useful with Frozen tokens hanging around! You will also find some very powerful Blue Plains Creatures that must move each turn, or suffer the consequences.

Key Selling Points

- Based on the Card Wars game found in the Adventure Time episodes of the same name.
- Includes a code card that unlock special surprises the Card Wars digital iOS game.
- Easy to learn rules! The four lanes focus the action for maximum interaction and fun.
- All-new, original artwork!
- Contains two oversized Hero cards. Play as Lemongrab or Gunter!
- Players will typically see about half of their deck during a game; new characters and new combinations will be found in game after game!

Marketing Support



- Exclusive Hobby store programs, preview night, game demos, prizing for player acquisition
- Online media advertising on consumer and retail trade sites including **boardgamegeek.com** and **ICV2.com**
- Game reviews and press coverage across major hobby, sports, and gaming media outlets to support game launch
- Heavily promoted at consumer event shows throughout the year, including Gen Con, Origins, and San Diego Comic-Con
- Review copies sent to online media ranging from enthusiast outlets (hobby gaming, general pop culture) to mainstream outlets such as USA Today for expanded consumer exposure
- Launch expanded product page on **Cryptozoic.com** and online media presence on the Cryptozoic Entertainment Facebook and Twitter page to announce game, and run special promotions
- Cross-promotions with Cartoon Network via giveaway, contests, and announcements via social media platforms and conventions

At a Glance

- Number of Players: 2
- For Ages: 10 and up
- Playing Time: 15–30 minutes

Ordering Information:

Available to ship: English available internationally, for localized product please check with your sales representative.

Item Description	Contents	UPC	ISBN		Preliminary Dimensions
Collector pack		 8 15442 01902 8	978-1-61768-429-6		7.5"x4"x1.5" 1 lb 19.05x10.16x3.81 cm .45kg
Display box Case	12 displays per case	 8 15442 01903 5	NA		15.8"x10.4"x5" 11.7lbs 40.2x26.5x12.5cm, 5.3kg