

August
2012

Alderac Entertainment Group **LATEST NEWS**

We
Make
Fun

Gen Con is Here!



August means one thing at Alderac Entertainment Group, and that's Gen Con Indy! Much of our work throughout the year leads up to this event, with several new releases for our games coming out at the show.

Gen Con also means parties and lots of chances to meet with our customers and hear directly from them. Needless to say Gen Con is a very important time at AEG, and this issue of our Latest News will detail a lot about the show and what you can expect. We hope to see you there!



As mentioned in the last issue, Legend of the Five Rings will be celebrating the release of its 10,000th distinct card at Gen Con Indy. There will be promotional packs and a very large party Saturday night. Check the Gen Con events list (www.genconreg.com) for more information, and be sure to visit our booth to try out the interactive storyline CCG. Join your Clan, and fight for their glory!

customerservice@alderac.com



SMASH UP

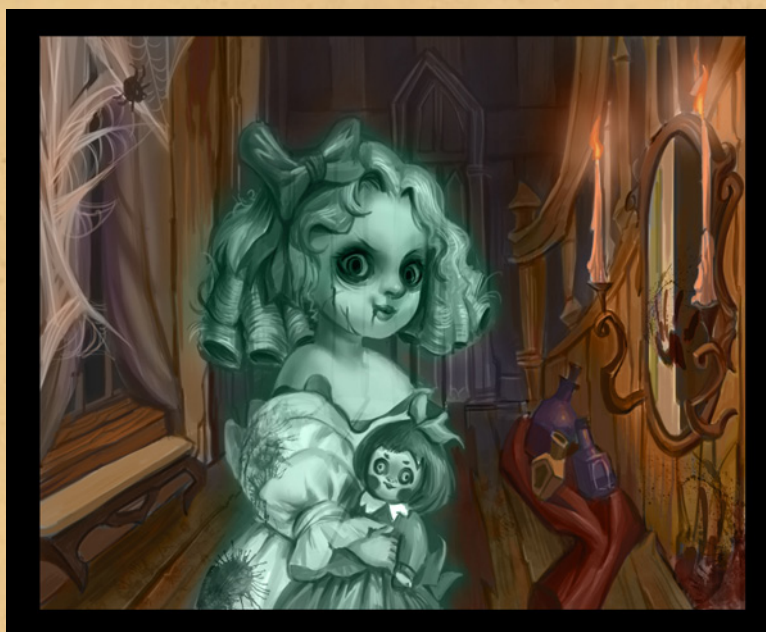


If Gen Con is about anything this year for AEG, it's Smash Up! The all-new “shufflebuilding” game will release at the show and the anticipation among gamers is huge! Smash Up will be featured at the Big Gaming Night on Friday night in the AEG event area and will be available for demonstration throughout the show. Smash Up showcases Pirates, Ninja, Zombies, Robots, Dinosaurs (with lasers), Tricksters, Wizards, and Aliens all fighting to smash the most bases! But they don't fight alone. Players mix any two factions together, combining their distinct playstyles into a unique deck. No two combinations play the same.

If you are unable to attend Gen Con, look for Smash Up at your local retailer in September.



Given the excitement over Smash Up, and the incredible number of directions you can go with the game, we have already been hard at work on an expansion slated for the winter. We're going to give you the first look at a new faction from the upcoming *Smash Up: Awesome Level 9000*.



Ghosts... wonder what they'll do... intangible, incorporeal... what sort of card mechanic could it be? Find out this winter!

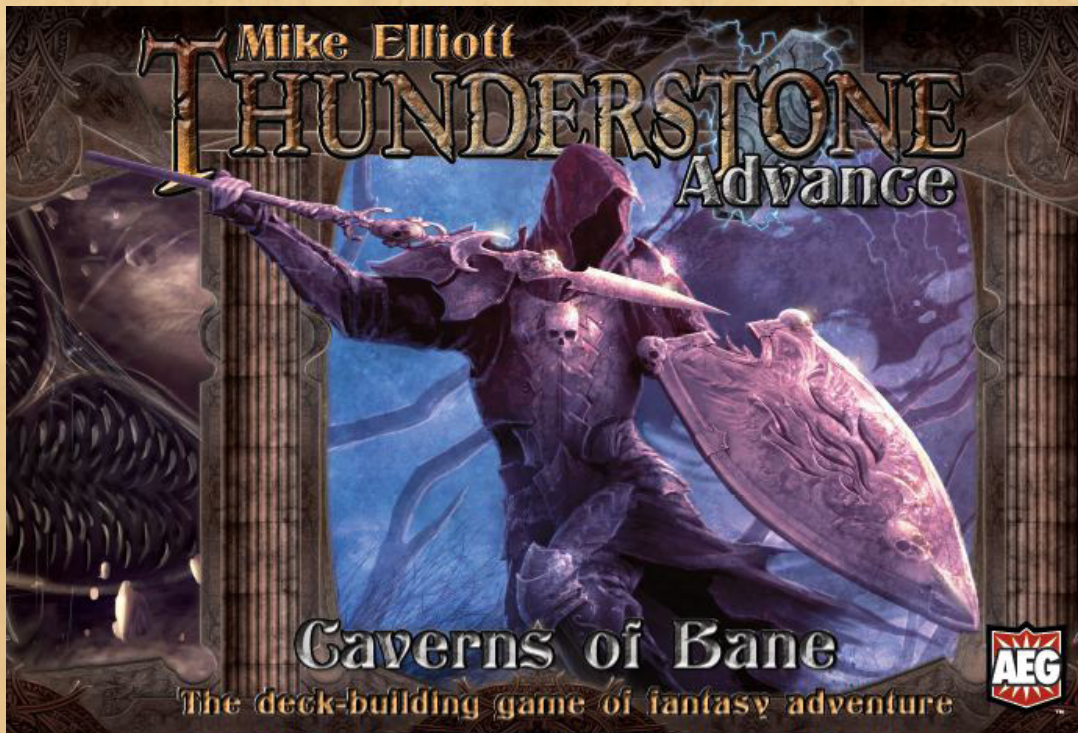


THUNDERSTONE

Caverns of Bane Releases at Gen Con!

Thunderstone Advance has been heralded as the best Thunderstone gaming yet, and Caverns of Bane adds to the excellent line with all new monsters, heroes, and the return of treasures! No longer as a random element, treasures now attach to monsters and they must be defeated to claim the reward! But they don't just hold their magical swords and shields, they use them against you.

If you haven't tried Thunderstone Advance, check it out at the AEG booth at Gen Con Indy!



DON'T MISS EVENTS!

The Best of AEG at Gen Con

While many AEG events at Gen Con are sold out, there are still some that are available and others that, despite being sold out, will take generic tickets for extra entries. Be sure not to miss them!

BIG GAMING NIGHT

Generic Tickets Welcome!

Friday - 7pm - AEG Events area

Big Gaming Night will feature all of AEG games, AEG staff to play against, raffle prizes, and the famous Swag Bag! All Gaming Night ticket holders will receive the Swag Bag. Any additional Swag Bags will go first come first serve to generic ticket holders.

L5R 10K CARD PARTY

Saturday - 8pm - The Rathskeller - 401 E Michigan St
Celebrate this occasion for Legend of the Five Rings with music, food, and fun!

L5R WORLD CHAMPS

Generic Tickets Welcome!

Thursday & Friday Qualifiers - 10am - AEG Events area
Still time to get in on the biggest storyline event of the year!

SMASH UP WORLDS

Tickets Still Available!

Saturday - 11am - AEG Events area

Play in the first ever Smash Up tournament! Claim the title of first World Champion.

SEE YOU AT GEN CON!

