

## **Red Juggernaut's Products**

Red Juggernaut is releasing four games over the course of the next year and has more than 20 other games in the process of being designed. Most of these games are expandable, so they'll each have multiple releases, resulting in enough products to support solid and consistent sales for years.

**Battue: Storm of the Horse Lords** is Red Juggernaut's first product. Rooted in the World of Terris, *Battue: Storm of the Horse Lords* is a strategy board game for 2-4 players in which they take control of a horde of Horse Lords bent on looting Tarsos, the City of Brass Pillars. This strategy game is easy-to-learn, fast-playing, and fun. The player who manages to control the choicest sections of the city and has the most loot at the end of the game is the winner. Further expansions will introduce new rules and options.

**Battue: The Walls of Tarsos** is our first expansion for *Battue: Storm of the Horse Lords*. It includes new components, strategies, and options for the game.

**Mansuba: Challenge of the Pharaohs** is the second board game set in the World of Terris. In it players learn the ancient Fey game of the Imouha Pharaohs. Become the first player to move your pieces across the board, beguiling opponent's pieces in the process.

**Strongholds** is a new type of expandable game releasing in two packages, initially. Each package contains all the materials needed for a 2-player game. They can be combined together or played separately. Consumers can purchase multiple copies of either game to support more players. In the future, new starters and expansions will be sold, allowing players to create the types of games that suit them.

In *Strongholds: Axe & Shield* the rapidly expanding empire of the Dotur seek to secure their northern borders against the Dwarven raiders of Thulea.

*Strongholds: Ancient Rivals* pits the mighty Roma Empire against their ancient Fey rivals from Frikara, the Tyrians and their Thulean mercenaries.

## **The World of Terris**

The World of Terris is the fictional setting for all Red Juggernaut games. All of our products are either set in this world, where they allow players to replay historic events, or are games played by the cultures of this world. For example, in *Battue: Storm of the Horse Lords* players get the opportunity to recreate the sacking of the Roma city of Tarsos. Who will recreate the success of the Horse Lords and bring about the coming of their Golden Horde? In *Mansuba: Challenge of the Pharaohs* players can try their hand at this ancient Imouha Fey game of strategy.

The attraction of the IP inspires players to learn more about the IP, the Company and all the products that are linked to the World of Terris. This deeper level of knowledge allows a player to become more passionate about our IP and indulge in a deeper commitment toward Red Juggernaut and its products. People within this growing body of 'engaged' players serve as evangelists, leaders, and volunteers to spread the word of the product and the Company allowing us to present an IP with a devoted fan base to licensors.

There is also strong evidence of cascading sales for products that are linked within the same IP. Players who enjoy a product are much more likely to purchase a previously released product if it is linked to an IP they enjoy. Furthermore, the more products they buy that are linked to an IP they enjoy, the more likely they are to purchase future products linked to the same IP.

Terris is a mythical world, similar in many ways to Earth however it is a world that has evolved on a different path because several key historic events turned out differently than those in our history. A player "arriving" in Terris would find it strange and alien, while oddly familiar at the same time. Because of this, a player has a foundation for understanding and can infer much about the IP while being constantly surprised and excited about the differences presented within the IP. It is a world where historical events are illustrated and explained as part of the gaming experience. The history of Terris and its inhabitants is important because it helps in the understanding of the rules and strategic play, it provides an air of 'natural' history to the Company's products, and it gives players an opportunity to explore an exciting and intriguing new world. The World of Terris also offers many lucrative licensing opportunities to Red Juggernaut, several of which are currently being explored.