

More of the Story

Red Juggernaut is an entertainment company that specializes in producing fun games and integrated experiences of high value and outstanding social interaction.

Red Juggernaut is Missouri based and organized as a 'C' Corporation. The principal office is located in Seattle, Washington with satellite sales and marketing offices in Tampa, Florida and Toronto, Canada.

The Company was established to become the leading adventure game developer in North America. The founders, Mr. James Long and Mr. Jon Leitheusser, have over thirty years combined experience in successfully designing, developing, marketing and selling award-winning games. After the successful sale of WizKids LLC, a company co-founded by Mr. Long, to the Topps Company, Inc. in 2003 for \$29.5 million, the founders of Red Juggernaut determined that an opportunity existed for a new games manufacturer to take the leading role in the industry. The Company's goal is to set new standards for game design and production while integrating all of its products into an intriguing and powerful Intellectual Property.

Red Juggernaut products are designed for the board game aisle of game and hobby stores. Most Red Juggernaut products are expandable; meaning additional components to the base game can be purchased to enliven the play experience. Expandable products help keep costs low both for the company and the consumer while providing a revenue stream and additional growth opportunities as individual game line sales and exposure increase.

Our vision is to become the leading developer of high quality games that offer a lifetime of playability for the adventure gaming industry. We intend to fulfill this vision through the integrated design and development of our games, extensive product testing, competitive pricing, superior workmanship, and expandable playability. The games are highly social and reward players with fun and excitement during the game and a fully-developed, interconnected world in which they can immerse themselves when not at the gaming table.

Innovative game design and product development is important to Red Juggernaut and it currently has two patents pending on new products to be used in future releases. More information on these pending patents is available to interested parties.

The BUZZ

The Vegas Show 2007

- We talked with 9 domestic (US & Canada) distributors. Many had already been approached, but not all. Every one of these distributors wants to carry our product. We did not even have to use the “muscle” of combined distribution through our warehouse to get this interest. This is especially good when compared to other companies who were reporting unwillingness on the part of distributors and retailers to carry their product. We have definitely broken through at the distributor level.
- We have (small) orders from three distributors totaling 24 cases. These small orders have been acquired without the distributors seeing the product, without sample components, without expected advertising, and without retailer commitment. All three of these distributors expect to reorder larger quantities as word of our company spreads.
- We were approached by Esdevium, the largest UK adventure game distributor, and Hobby Games UK about carrying the product. Both inquiries were unsolicited. We’d hoped to attract Esdevium to our brand, but that fact that they approached us and already use our warehouse system for other products means they’re ready to start ordering months ahead of what we expected. They also said they wanted US product without the need to “localize” to the Queens English. John Zinser of AEG, came to our booth on Thursday afternoon and said, “I’ve been talking with other manufacturers and distributors about the show and what they’ve seen that is cool. Red Juggernaut is on everybody’s Cool List. It looks like you’ve got a winner here.”
- One of our friends in the industry, Zinser of AEG, came to our booth on Thursday afternoon and said, “I’ve been talking with other manufacturers and distributors about the show and what they’ve seen that is cool. Red Juggernaut is on everybody’s Cool List. It looks like you’ve got a winner here.” This comment represents what he learned from talking with approximately two dozen manufacturers and distributors.
- We talked with two authors who, between the two, have written more than 16 novels. Both are interested in writing in the world of Terris and have asked to receive NDAs so we can continue discussions.
- We talked with two game designers who are extremely interested in working with us as contract game designers. One is new, but has an excellent game that would be perfect for use with our Aztec culture. The other is a veteran with numerous board and card game designs to his credit.
- We received the “first shots” from Ricowell for the plastic Battue pieces. As expected, these are excellent and require no corrections.
- We received the final layout for our rules and box. Minor editing is required for the rules, but should take less than one day. We are only

waiting on the final corrections on the cards to approve all pre-press design layouts, which are fantastic. George Wu, the designer, has exceeded every expectation in this area.

- One game magazine (Game Buyer) stopped by to say that he would be running editorial content on our company and our products starting in May. This magazine is the only one in the industry exclusively focused on marketing games at the retail level and is carried by nearly every adventure game store in the US. As expected, this magazine reported in their March issue that the recent change in with Wizkids distribution (to an exclusive with Alliance) caused other distributors “increase in customer service and buying deeper with other lines to better their overall fill rates” which is, of course, good for us.
- Version 1 of the web site is up at www.redjuggernaut.com. We know we need to continue to improve the site, which is our goal for the coming weeks; however, we now have a landing spot for interested consumers, retailers, press, and distributors.