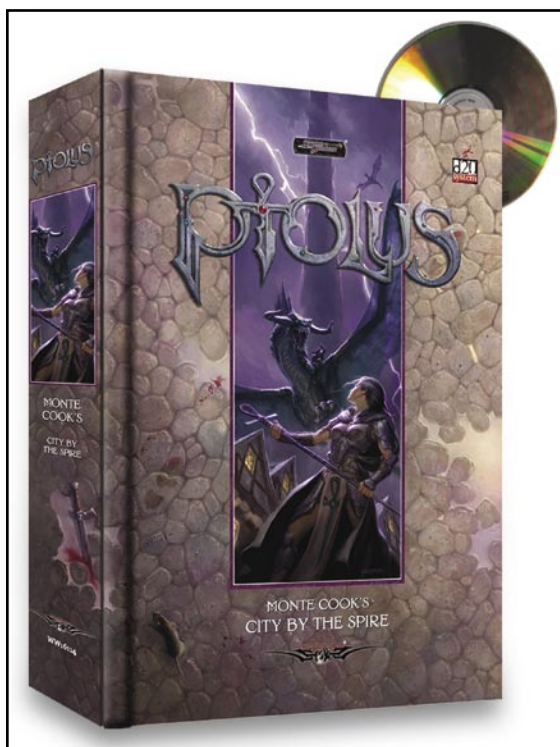


Ptolus™: Monte Cook's City by the Spire



August 2006

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Marketing Highlights

- Supported by a 12-month campaign of weekly updates at the Malhavoc Press website (150,000 visits monthly), including previews, interviews, web exclusives, "This Week in Ptolus" calendar, campaign journal, art galleries, Monte's Design Diary, and more.
- POP material includes two-sided promotional in-store wall poster/calendar that tells your customers Ptolus is coming and reminds them about Ptolus news and releases all year long.
- Licensed tie-in products include a comic book series from DBPro (makers of George R. R. Martin's *The Hedge Knight* comic and others) starting in May 2006, plus official metal miniatures from Paizo Publishing and other tabletop gaming accessories from Malhavoc partners.
- Supported by previews on the Sword & Sorcery website (40,000 unique visitors weekly) and consumer emails (7500 recipients).
- Covered in the quarterly ArtHaus/Sword & Sorcery Insider catalog (over 10,000 downloads).
- Advertised in *Dragon* and *Dungeon* Magazines, *Game Trade Magazine*, and other outlets.

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