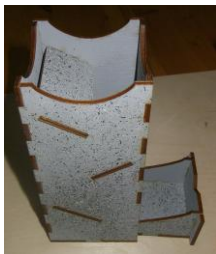




*Full Sized Dice Tower (4"x4"x8")  
Includes detachable dice tray  
Folds for easy storage and transport*



*"Mini" Sized Dice Tower (3"x3"x6")  
Includes detachable dice drawer  
to keep die rolls private, if desired.*



*Knockdown  
Dice Tower  
(3"x3"x6")*

*Assembles / Disassembles  
in seconds without glue.  
Ultra portable. Impulse Buy.*

### **Selling Points for Your Store**

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- Appeals to gamers of all ages
- Accessory product for top selling RPGs
- DIY appeal – unfinished dice towers can be painted, labeled, decorated by the customer
- Stone and cherry finish dice towers appeal to the instant gratification gamer.
- Low Price, high quality, custom laser cut, made in USA.

### **Display and Cross Selling Suggestions**

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- Put it on the counter with some dice already loaded in – people love to roll dice...
- Can serve as a tower/scenery for medieval and fantasy miniatures.
- Put a few next to games with a lot of dice (Axis and Allies series, Titan, for example)
- Use them as prizes for in-store tournaments / game days.
- Put unfinished dice towers near the miniatures / paint section.



**Game Accessory**

**Dice Towers**

*Blue Panther LLC*



### **One liner / Initial Contact Sales Pitch**

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- Roll your dice in style.
- Everyone needs at least one dice tower!
- How about some bling for the RPG/Game you're buying!
- You need a dice tower to go with those fancy dice you're buying!
- Prevent dice tyranny from knocking pieces around!
- Knockdown dice towers – the ultimate in portable dice roll control!
- Make your own personal statement with your own personalized dice tower!
- With the full size dice tower you get two for one – a dice tower and a dice tray!

### **Purchasing Information**

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All are currently available from your local rep or distributor, shipped as kits with assembly instructions.

*BPN7010 Dice Tower, Birch (Unf), MSRP \$18*

*BPN7012 Dice Tower, Wood MSRP \$20*

*BPN7014 Dice Tower, Stone Finish, MSRP \$22*

*BPN8015 Dice Tower, Birch Mini, (Unf) \$16*

*BPN9003 Dice Tower, Knockdown (Unf), MSRP \$15*

*BPN 9004 Dice Tower, Wood Mini, MSRP \$17*

*BPN9005 Dice Tower, Stone Mini, MSRP \$19*

### **Support & Future Plans**

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Blue Panther offers full assembly instructions in the package and online. There also assembly videos and free downloadable color “skins” online at [www.bluepantherllc.com](http://www.bluepantherllc.com) . In the second half of 2010, Blue Panther plans to introduce a line of full color themed dice towers - an “elemental” line, “scifi” “fantasy” and “post apocalyptic” themed towers. Order \$100 MSRP of any combination of Blue Panther products at the show and we'll custom laser engrave your store logo on a free dice tower.

### **Contact**

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Steve Jones, Blue Panther LLC, 248 446 9082 [steve@bluepantherllc.com](mailto:steve@bluepantherllc.com)

Blue Panther is represented by Impressions Advertising: [aldo@impressionsadv.net](mailto:aldo@impressionsadv.net)