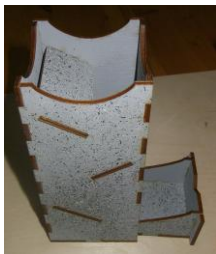




*Full Sized Dice Tower (4"x4"x8")
Includes detachable dice tray
Folds for easy storage and transport*



*"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

- 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

- 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

- 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

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

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 . 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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