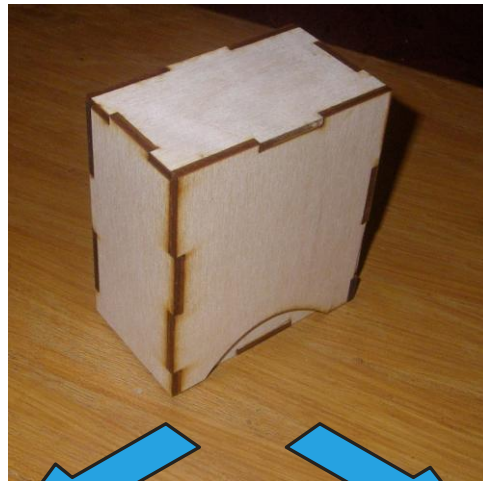




## Accessory **CARD TOWER**<sub>(BPN1002)</sub> *Blue Panther LLC*



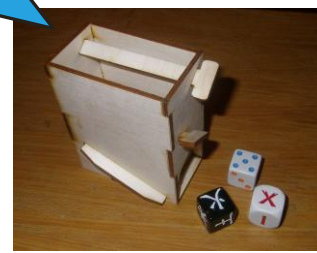
**Is it a  
Card Box?**



**Is it a  
Dice Tower?**



**It's Both  
In One!**



Blue Panther is pleased to bring to you the product that will be the next “big thing” in game accessories, The Card Tower. A design that satisfies several needs in one product – 1) A sturdy box to protect your latest card deck, 2) Controlling your dice in a small but fully functional dice tower 3) an extra dice cup in the form of the outside box and 4) Personal customization at a really low MSRP.

### Selling Points for Your Store

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- Appeals to gamers of all ages.
- Outstanding crossover appeal - card games, dice games, collectibles etc.
- DIY appeal – unfinished Card Tower can be painted, labeled, decorated by your customers.
- Low price, high quality, custom laser cut, made in USA.
- High capacity – can hold 80 cards (in sleeves!) along with dice tower baffles.



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

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- Group with dice, CCGs, any games that use a lot of dice.
- Put an assembled one on the counter with a few dice and cards in it and watch the “oooh”s happen.
- Put it near the miniatures and paints section to appeal to a whole new audience .
- Hold a “best built” contest for the best decorated Card Tower.

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

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- Carry your cards and roll your dice in style.
- Everyone needs at LEAST one Card Tower!
- How about some “bling” for your cards and dice you’re buying?
- Make your own statement with a personalized Card Tower

### **Purchasing Information**

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Available in April from your local rep or distributor *BPN1002 The Card Tower, MSRP \$15*

*Sold as a kit with assembly instructions included and online instructions and videos available.*

### **Support & Future Plans**

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Blue Panther has big plans for the Card Tower, including single color versions, an “elemental” series featuring full color art on all outside surfaces. There will be monthly additions starting in 4Q2010. In addition, we are developing a process to do custom printing online for your store’s name/logo. Blue Panther attends and sponsors multiple events at national (Origins, Gencon) and regional conventions (Strategicon, Michicon and others). Blue Panther has a very aggressive convention prize support program, including game and accessory donations as prizes and for the con games’ library.

*Order \$100 MSRP of any combo of products at the show and we’ll laser engrave your logo on a free dice tower.*

### **Contact**

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