



Order Due Date: 3/20/14

Release Date: Q3 2014



The Walking Dead™

“Don't Look Back”

Competitive Dice Game

Contents Summary:

- 4 Oversized Character Cards
- 4 Character Pawns with Bases
- 24 Search Cards
- 10 Dice
- 1 Game Board
- 4 Large Location Tiles
- 1 Escape Route Token
- 24 Walker Tokens
- 1 Scorepad

Game Summary

Put your survival skills to the test in the all-new Walking Dead “Don’t Look Back” Competitive Dice Game. With fast and fun rules, everyone will be able to start rolling dice and killing Walkers in no time! Players will use their weapons, special items, wits, and luck to find the escape route from each location before the Walker hordes close in. Can you survive?

Play as one of four survivors from the show: Rick, Daryl, Michonne, or Carl. Each one has a unique special ability that will help them survive and score the most Walker kills. The game also features four important locations from across the entire series. Kill walkers to prevent your location from being overrun!

Players familiar with some classic dice-rolling games already know how to play this game! Score points by killing walkers or being the first player to escape a location. In the end, the player with the most points wins the game! Special weapons allow you to “press your luck” and risk your current success in the hopes of doing even better.

Each location has unique properties that will play out very differently from each other. For a quick 15 minute game, players can choose to play only 1 location. For a more strategic game, players can play with 2, 3, or even all 4 locations for the ultimate test. When survivors escape a location, they move on to the next and a whole new set of challenges. Players may sometimes choose to work together towards common goals, but in the end... it's every survivor for himself!

Key Selling Points

- Very easy rules
- Exciting dice-rolling action
- Play as your favorite characters from the show
- Solo play rules included
- Set your own time limit for the game

Marketing Support

- Online media advertising on consumer and retail trade sites including **boardgamegeek.com** and **ICV2.com**
- Game reviews and press coverage across major hobby, comic, and gaming media outlets to support game launch
- Heavily promoted at consumer event shows throughout the year, including Gen Con and PAX Prime.
- Review copies sent to online media ranging from enthusiast outlets (hobby gaming, comic and general pop culture) to mainstream outlets (USA Today, Wired) for expanded consumer exposure
- Launch expanded product page on **Cryptozoic.com** and online media presence on the Cryptozoic Entertainment Facebook page to announce game, run special promotions, and preview the game up until launch
- Cross-promotions with AMC via giveaways, contests, and announcements on the AMC website and Facebook page and at conventions/special events



At a Glance

- Number of Players: 1 – 4
- For Ages: 15 and up

- Playing Time: 15–45 minutes

Ordering Information:

Available to ship: Worldwide

Item Description	Contents	UPC	ISBN	MSRP	Preliminary Dimensions
Game		 8 15442 01748 2	978-1-61768-345-9	\$20.00	10.5H x 10.5W x 1.9D Estimate: 1 lb
Game Case	6 Game/Case	 8 15442 01750 5	NA	\$120.00	10.5"x10.5"x12" Estimate: 7 lb