



Purchase Order Due Date: 2/16/15

Release Date: Q2 2015

SPYFALL

Contents Summary:

- 240 Game Cards
- 30 Plastic Bags
- Rulebook

Game Summary

Walk a mile in the shoes of a spy! Or was it a kilometer in clogs?

SPYFALL is an easy-to-learn card game of bluffing, probing questions, clever answers, and suspicion. At the start of each round, players receive a secret card letting them know where they are – a casino, space station, pirate ship, circus, (30 unique locations!) – except that one player receives the SPY card instead of the location. The Spy doesn't know where he is, but wins the round if he can figure it out before he blows his cover!

Players then start asking each other questions during the intense 8-minute rounds. Non-Spy players want to ask questions and give answers that prove to the other players that they know where they are. But watch out! If your questions and answers are too specific, the Spy will easily guess the location and win, so you need to practice a bit of subtlety. But if your questions and answers are too generic, you might be accused of being the Spy. The Spy will also sometimes be asked questions (just like any other player would) and have to come up with questions of his own, without knowing anything about where he is! If you listened carefully to the other players, you'll be able to come up with a plausible question or answer... hopefully.

Once per round, each player may accuse another player of being the Spy. If all players agree, the game ends and that player's secret card is flipped up. If the Spy is captured, each of the Non-Spy players win the round. If a Non-Spy is revealed, the Spy wins. Finally, if the Spy figures out where he is, he can reveal his card and make a guess. If he's right, he wins the round. If not, the Non-Spy players win.

The game is played over a series of rounds and points are awarded each round. A complete game is typically five rounds and the cards are randomly dealt each round. You could even be the Spy two rounds in a row! After the last round, the player with the most points is the winner.

Key Selling Points

- Easy to learn and game set-up takes just a few seconds
- 30 Locations makes for great replayability
- Choose your own game length
- Amusing original art
- Advanced game mode has you take on a role at each location, making your answers more interesting
- Great social party 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 and gaming media outlets to support game launch
- Heavily promoted at consumer event shows throughout the year, including Gen Con, Origins, and San Diego Comic-Con
- Review copies sent to online media ranging from enthusiast outlets (hobby gaming, general pop culture) to mainstream outlets such as USA Today for expanded consumer exposure
- Launch expanded product page on **Cryptozoic.com** and online media presence on the Cryptozoic Entertainment Facebook and Twitter page to announce game, and run special promotions

At a Glance

- Number of Players: 3-8
- For Ages: 15 and up
- Playing Time: 30 – 45 minutes

Ordering Information:

Available to ship: English available internationally, for localized product please check with your sales representative.

Item Description	Contents	UPC	ISBN	MSRP	Preliminary Dimensions
Game		 8 15442 01904 2	978-1-61768-428-9	\$25.00	8"x8"x 1.75"

Case	6 Games/Case	 8 15442 01905 9	NA	\$150.00	17"x9"x6.x25"
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