

Left 4 Dead Game Night – Season 1 (Q1 2009)

Official Rules

Welcome to the Left 4 Dead Game Night. These rules (“**Official Rules**”) set forth the rules and regulations of the Left 4 Dead Game Night (the “**Game Night**”) presented by iGames, Inc. (“**iGames**”). iGames is the “**Sponsor**.”

Please read these Official Rules carefully before submitting an entry or participating in the Game Night. These Official Rules contain important information about eligibility to enter the Game Night, the rules of the Game Night and other important information. Please note that the rules for playing the game in the Game Night are contained in the “**Game Play Rules**” located at the event page:

<https://www.igames.org/laddersites/MiniAboutView.asp?MiniID=200&AssetID=1444>. The Game Play Rules are incorporated herein by this reference.

By registering for the Game Night, you accept these Official Rules and agree to be bound by these terms. If you do not agree with these Official Rules, please do not register for the Game Night.

If you are a minor in your state of residence, you may be required to provide evidence that your parent or legal guardian has agreed to these Official Rules on your behalf.

1. Eligibility. The Game Night is open only to legal residents of any State of the United States of America (other than Connecticut), any Province of Canada (other than Quebec), or Mexico that are 13 years of age or older as of January 26, 2009, and who properly register for the Game Night (each a “**Player**”). Each Player may be required to show proof of age, residence and, if such Player is a minor in his/her state of residence, consent to these Rules by his/her parent or legal guardian. **IF YOU DO NOT SATISFY THESE REQUIREMENTS, YOU ARE NOT ELIGIBLE TO REGISTER AND/OR PARTICIPATE IN THE GAME NIGHT.** Participation in the Game Night is also subject to compliance with the requirements specified below and in the Game Play Rules (<https://www.igames.org/laddersites/MiniAboutView.asp?MiniID=200&AssetID=1444>). Employees of the Sponsor and their immediate families (parent, child, sibling and spouses of each) and members of their households, whether or not related, are not eligible to register for the Game Night.

2. Game Night Period. The Game Night shall commence on January 26, 2009 and end on March 23, 2009, collectively, the “**Game Night Period**.”

3. How to Enter the Game Night. Each Player must register for the Game Night at the site: <http://igames.org/events.asp?event=8612>. One registration per Player and each Player must select only one “**Host Location**” where the Player will participate in the Game Night. A list of the Host Locations can be found on the registration page. The Team Captain (as defined in the Game Play Rules) will register first and create a password which the other Players on that team (collectively, a “**Team**”) will use when registering.

4. Registration & Fees. There is no entry fee to register for the Game Night. You may be required to pay the Host Location other fees (a maximum of \$25.00 USD per Game Night Match Night) associated with your participation in the Game Night at the Host Location. Notwithstanding the foregoing, Colorado residents will not be charged any fee as a condition of allowing such residents to compete or receive any prize in the Game Night. However, any costs incurred and associated with travel to the Host Location are the responsibility of the Player. Players will be approved for the Game Night when the Host Location receives a Player’s registration and approves the Player by notification via email sent to the Player. For additional details please reference the Game Play Rules.

5. Colorado Disclaimer. For Colorado residents only: **NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THE GAME NIGHT.**

6. Game Night Play. The Game Play Rules specify the rules of play for the Game Night. As specified in the Game Play Rules, you are automatically entered in the Game Night for ranking points (“**Rankings**”) when you participate in the Game Night at a Host Location during the Regular Season (as defined hereunder). The Game Night will run on Monday evenings, 7:00 PM EST/EDT to 10:00 PM EST/EDT (“**Match Nights**”). The Game Night Period is divided into four periods. Pre-Season play where Players do not collect Rankings, will be held on January 26 (“**Pre-**

Season”). Regular season play where Players accumulate Rankings, will run on February 2, February 9, February 16, February 23, and March 2 (“**Regular Season**”). At the conclusion of the Regular Season, the top 12 Teams with the highest Rankings will automatically advance to the Playoffs (as defined in the Game Play Rules). The Playoffs will be a double-elimination tournament with 12 Teams in total and will be used to determine final order of finish, the top 4 Teams will receive a bye in the opening round of the Playoffs. The Playoffs will run on March 9, March 16, and March 23 (“**Post Season**”). For details go to:

<https://www.igames.org/laddersites/MiniAboutView.asp?MiniID=200&AssetID=1444>. Although the game being played will be the same throughout the Game Night, as the play progresses, the other Teams participating in the Game Night will likely become more competitive.

7. Prizes. The Players from the top four Teams (the “**Winning Teams**”) will be awarded the prizes specified below (each a “**Prize**”). Relative placement among the Winning Teams will be determined based on the Game Play Rules located at: <https://www.igames.org/laddersites/MiniAboutView.asp?MiniID=200&AssetID=1444>.

- Prizes will be awarded to each Winner.
- Prize money will be awarded to each Player on a Winning Team who competed in the Playoffs (each, a “**Winner**”) in equal amounts (and not in a lump sum to the Team Captain).
- If a Primary Player forfeits or is disqualified for any reason, the Player is not eligible to receive their portion of the Prize and, unless the entire team forfeits or is disqualified, his/her portion of the Prize will be redistributed equally among his/her Team.
- Up to 100 Host Locations will each have up to 40 Players. No more than 4,000 Players will compete in the Game Night.
- THERE IS NO ENTRY FEE TO COMPETE FOR PRIZES. EACH PLAYER IS RESPONSIBLE FOR ANY TRAVEL OR OTHER EXPENSES INCURRED TO PARTICIPATE IN THE GAME NIGHT AT ITS RESPECTIVE HOST LOCATION.
- No Prize substitution, except as allowed by Sponsor which reserve the right to offer a prize of equal/greater value.

<u>Game Night Prizes (in US Dollars)</u>	<u>Winner Placement</u>
\$400.00 (Team Total)	1 st
\$300.00 (Team Total)	2 nd
\$200.00 (Team Total)	3 rd
\$100.00 (Team Total)	4 th
ARV of all Prizes is US \$1,000.00	

8. Winners’ Affidavit of Eligibility and Release, Etc. Each Winner will be required to execute and deliver to iGames a signed “Affidavit of Eligibility and Release.” In the Affidavit of Eligibility and Release, each Winner will (a) confirm his/her eligibility and agreement to these Official Rules, (b) to the extent permitted by applicable law, consent to use of his/her name and likeness, and (c) release Sponsor from liability in connection with the use of the Prizes. If required by law, each Winner also will be required to execute Federal and State tax releases. The Host Locations will provide the winners with the Affidavit of Eligibility and Release at the conclusion of the Game Night Period. Should a Winner not receive their Affidavit of Eligibility and Release for any reason from the Host Location, the Winner may send a request to iGames at events@igames.org. Each Winner must provide their Affidavit of Eligibility and Release and (if applicable) the tax releases to iGames or the Host Location within 14 days of the last day of the Game Night Period, or the associated Prize will be forfeited. Forfeited prizes will not be re-awarded. Winners will be issued their Prize within 3 weeks from the day the completed Affidavit of Eligibility and Release is received and any required Federal and State tax releases.

- If a Winner is under the legal age of majority in his or her state of residence, the Winner's parent or legal guardian must also sign the Affidavit of Eligibility and Release.
- Sales taxes, if any, and income taxes are the responsibility of each Winner.

- Each Winner, by entering the Game Night, consents to the inclusion of his or her name on a list of Winners made available by the Sponsor as indicated below.

9. Use of Information. Each Player consents to use of their name, information and image by the Sponsor, their agents and assignees and Host Locations for display and publishing in any media, now known or hereafter developed, without compensation, in any and all advertising and promotional materials relating to the Game Night, and in conjunction with other promotions that may be offered by the Sponsor and Host Locations. The information collected to enter the Game Night will be used to contact each Winner. Additionally, each Player agrees that the Sponsor and their agents and assignees as well as Host Locations may use this information for marketing purposes and to contact Players regarding offers, promotions and other contests related to products or services distributed by the Sponsor. In addition, any such information also may be used and disclosed as set forth in the iGames privacy policy located at http://www.igames.org/privacy_policy.asp

10. General Release. Sponsor will not be responsible for: (a) technical failures of any kind, including, but not limited to telephone, electronic, hardware, software, network, Internet, or any other computer and communications related malfunctions or failures; (b) any Game Night disruptions, injuries, losses or damages caused by events beyond the control of the Sponsor; (c) any technical or human error such as printing or typographical or administrative errors in any materials associated with the Game Night; or (e) the use of any Prize.

11. Winners List; Rules Request. For a copy of the Winners list, send a stamped, self-addressed, business-size envelope after March 23, 2009 and before April 30, 2009 to iGames at the following address: iGames / Left 4 Dead Season 1 Game Night - Winners List, c/o iGames, 201 San Antonio Circle Suite 260, Mountain View, CA 94040. To obtain a copy of these Official Rules, send a stamped, self-addressed business-size envelope to iGames at the following address: iGames / Left 4 Dead Season 1 Game Night - Rules Request, c/o iGames, 201 San Antonio Circle Suite 260, Mountain View, CA 94040.

12. Other Terms.

- To the extent permitted by applicable law, the Game Night and these Official Rules will be governed, construed and interpreted under the laws of the state of California, USA.
- These Official Rules are subject to any requirements/limitations imposed by the Federal Communications Commission.
- The Game Night is subject to applicable Federal, state, provincial and local laws and regulations.
- Players agree to be bound by these Official Rules and by the decision of the Sponsor, which is final and binding in all respects.
- Sponsor reserves the right to cancel, suspend and/or modify the Game Night, or any part of it, if any fraud, technical failures or any other factor beyond the Sponsor's reasonable control affect the administration, security or proper play of the Game Night or Sponsor otherwise becomes (as determined in their sole discretion) incapable of running the Game Night as planned. Sponsor reserves the right in their sole discretion to disqualify any individual found to be tampering with the registration process or the operation of the Game Night or to be acting in violation of these Official Rules or any other promotion, or in an unsportsmanlike or disruptive manner.
- Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

13. Sponsor. The Game Night is sponsored by iGames, Inc., located at 201 San Antonio Circle, Suite 260, Mountain View, CA 94040.

Warhammer Online: Age of Reckoning

LAN Party Activities

Overview

As follows are some recommended activities you can organize during your WAR Rally LAN Party. The more interactive and engaging you can make the party, the more it will be fun for everyone involved.

Your main challenge will be getting everyone to play together, or at least in groups of at 5+ gamers. Warhammer Online is broken out into many servers and two sides (Order and Destruction). Existing characters may conflict with this objective, depending on what gamers you have at your center.

Remember that any mini-contest with a prize must be seen as fair. Do your best to keep it fun and casual, but while maintaining a set of basic rules and guidelines to follow. It'll be in your best interest to appease any complaining.

Casual Start

We recommend that you begin organizing activities at least 15 minutes after the advertised start time so as to allow gamers time to arrive and get settled in. Be sure however to greet everyone and make it well known that you have many prizes to giveaway throughout the course of the LAN Party.

The start is a good time to giveaway a free drink.

Leveling Contest

Once everyone is settled in, we recommend starting right away with a leveling contest. By doing so you will set the tone that there's going to be lots of exciting stuff to do, and you get everyone together in one particular server in the same exact place. This is also an opportunity for brand new players to get started with a character they can play together with everyone else.

Announce that you'll be giving away one of the best valued prizes for the leveling contest to get people engaged. It's also very important to get **everyone** in the LAN Party to participate in this element. If individuals or small groups start breaking off to do their own thing, you will very quickly lose the momentum and interaction you need for a good party.

We recommend one of the following two options:

- (a) Everyone must create a new *Chaos* character on the Monolith server (core).
- (b) Everyone must create a new *High Elf* character on the Wolfenburg server (open rvr).

You may choose different armies instead, but *Chaos* and *High Elf* are good choices because they have the most career options (Tank, Melee, Ranged, and Healer).

Everyone should not move their character from the starting point, otherwise they must create a new character over again. Try to get everyone ready promptly.

Everyone should right click on the chat window and select the option to turn on timestamps so that you can verify who levels when.

Begin! The first character to reach level 3 should shout it out and is the winner. Verify of course.

The leveling contest should take only 20-30 minutes for someone to reach level 3.

Public Quests

Immediately after you've identified a leveling contest winner, let everyone go to town to stock up on spells and gear, and then bring everyone together with the same characters to play a 'Public Quest' challenge.

You can do one of these at any point, but now is a good time to continue to keep all the same people actively engaged.

The first public quests are accomplishable at level 2-3, and are:

Chaos – "Ruinous Powers" in Norsca - <http://www.tentonhammer.com/node/41564>

High Elf – "House Arkaneth" in The Blighted Isle - <http://www.tentonhammer.com/node/43465>

For a map of all Public Quests, go to: <http://www.tentonhammer.com/node/41404>

If the Public Quest is past Stage 1, wait for it reset. If it is still on Stage 1, make sure everyone comes together and nobody starts before anyone else.

To beat the challenge, everyone will need to complete all the Stages of the Public Quest. If you have the prize availability to do so, we recommend that everyone wins a small prize the first time you do one of these (such as a mousepad). This encourages co-op play.

The player with the highest *contribution* (as shown on their screen when they click on the PQ Loot Roll), should win an additional prize. The contribution only shows if the group completes all the stages of the Public Quest.

You can hold more Public Quest Challenges as the LAN Party goes on. Public Quests are in all areas, up to character rank 40.

Scenarios

If you are following along with all the recommendations so far, then jumping into scenario play is a great choice after you done with your first Public Quest challenge.

Scenarios are great fun for groups of up to 6 people. Before joining any scenarios, make sure everyone gets in groups. If you get lucky, you can end up with several of your groups in the same scenario.

You can join the scenarios by having anyone in the group right-click on the orange WAR image in the top right corner of the screen and selecting to join all scenarios as a party.

Prizes can be awarding for these as well. At the end of each scenario a table of statistics appears that you can base prizes on. Whatever you choose as the method for awarding the prize, make sure you announce it before the scenario begins. Good choices include: most kills, most renown earned, or most experience earned. Be careful not to choose ones that are unfair for some classes, such as most damage dealt, or otherwise problematic such as least deaths.

Scenarios are available for characters of all levels in all areas.

Questing

Now is a good time for a short break, and perhaps some of the free food and drinks.

Hopefully by this point you've gotten people engaged enough to continue playing together as a large group, rather than dividing up into small groups. This is something you may possibly need to fight against for the entire LAN party.

Questing is something everyone can do together if they are all the same general level. It's casual and fun. You can use questing as downtime.

You may have multiple gamers that want to lead. Just be careful to prevent them from arguing with each other. The point is to have fun.

Dungeons

Dungeons are standalone areas with a series of Public Quests as apart of one big objective. They can be a lot of fun. The end stages often require players to play in a group of six, but they can play through much of it as a warband of 24 players.

Dungeons are an option for higher level characters. If all your players are playing with new characters, it'll take around 12 hours to get to level 12, which is about the level you need to be to do the lowest level ones.

For a list of dungeons and their locations, go to: <http://warhammeronline.wikia.com/wiki/Dungeon>

Keeps / Battlefield Objectives

In all RvR zones there are Keeps and/or Battlefield Objectives that can be taken over by either Destruction or Order. In many cases you will not be able to attack one because your realm already controls it.

It takes 5-6+ players in general to capture a Battlefield Objective, including ideally at least one tank and one healer. In Tier 1, only Battlefield Objectives are available, and start around levels 8-11.

It takes usually at least a full warband (24 players) to capture a Keep. You can try getting a bigger group together by messaging online players to join your warband. To see the names of all the allied characters in your area type: "/" and hit enter. To chat with all the allied characters in your area type: "/1 message".

Scavenger Hunt

A scavenger hunt is a fun option that characters of different levels on different servers can do.

The idea is simply that they need to collect in their character's bag, the following items. They would need to find these by killing creatures across the world.

You may need to adjust the scavenger hunt criteria as you go, if it proves to be too hard. Options include: (a) player or group that finds the most items within 30 minutes, or (b) player or group that finds a particular item first.

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Questions / Help?

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Post-Showcase

Special Events & Promotions



Presented by:



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Overview

Following a successful Showcase program at 100 LAN centers across North America, iGames, Inc. held on-going special promotions for Warhammer Online: Age of Reckoning through to mid-December. The primary goals were to continue growing the base of Warhammer Online: Age of Reckoning gamers and to keep existing WAR players engaged with both live and in-game events and objectives.

The promotions included: *WAR Rally* LAN parties at 16 leading locations nationwide; an in-game Realm vs. Realm® objective called *All Out WAR* held on the Monolith server with 24 participating LAN centers; and a viral video/marketing contest utilizing social networking site YouTube.

Over the promotion period these three added program elements reached X unique gamers, including live views from daily customer traffic. Online impressions on iGames' website, center websites, email newsletters to gamers and centers, and the promotional campaign around the video contest reached almost x million impressions, while media outlets that picked up the media alert contributed over x million additional online impressions. Overall, the WAR Rally LAN parties, All Out WAR, and the Warhammer Online: Age of Reckoning Marketing Contest generated approximately **x million impressions.**

Numbers at a Glance

WAR Rally LAN party locations	16
All Out WAR locations	24
WAR Rally & All Out WAR gamers	415
Game center traffic	88,884
Unique visitors	29,628
Live impressions	xxxxxxx
Web impressions	xxxxxxx
Media impressions	xxxxxxx
Total Impressions	xxxxxxx

Event Formats

WAR Rally LAN Parties

Sixteen LAN centers held WAR Rally LAN parties focused entirely around Warhammer Online: Age of Reckoning. Each LAN party offered free food and drink to participating gamers and lasted for between 3 and 12 hours on Friday, Saturday, or Sunday. Thirteen of the LAN parties were held strategically in November and were each supported with limited-edition WAR t-shirts and over \$1,000 in additional giveaways provided by third-party prize sponsors.

All Out WAR

On November 22, *Destruction* players on the *Monolith* server at 24 participating iGames LAN centers got together all at once to form a massive *WAAAGH!* in-game with the objective of dominating the forces of *Order* on the *RvR* battlefield of *Tier 3* and *Tier 4*. Gamers prepared for months leading up to All Out WAR to be high enough level for the mission. One participating gamer was randomly selected to win hand-sprayed computer system gear worth \$1,000.

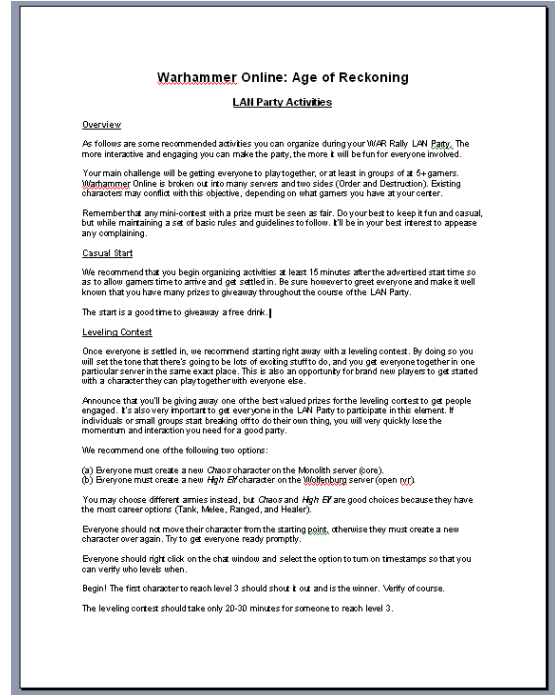
Marketing Contest

To bring the game to a new level of viral marketing exposure, iGames ran a video contest involving participating game center owners to film their own launch party in a creative manner. The submission period lasted two weeks (March 1-16), and the videos had to be a maximum of 4 minutes long and submitted via YouTube to maximize online exposure. Complete contest rules were developed including qualification criteria, judging and prizing information.

WAR Rally LAN Party Details

Special “WAR Rally” LAN parties for Warhammer Online: Age of Reckoning were held at 16 leading iGames member LAN centers across the country, with 3 of the parties in September to support the launch and an additional 13 of the parties in November to support the on-going growth and popularity of the title. All the LAN parties were held on a Friday, Saturday, or Sunday and were designed to both build the in-house community of WAR players at the centers and to provide an opportunity for WAR gamers in the broader area to meet up with one another. Approximately 30% of the gamers in attendance for the LAN parties had never been to a LAN center before.

To ensure an interactive and exciting LAN party, all the locations were provided with a 3-page document of step-by-step activities to run throughout the events including a short leveling contest (up to level 3), public quests, scenarios, quests, dungeons, keep raids, and a scavenger hunt. Through the mini-activities gamers were exposed to all the main elements of game play in Warhammer Online: Age of Reckoning, both PvE and PvP. The activities were carefully constructed based on extensive play by iGames' own staff, who have been playing tons of Warhammer Online themselves over the last few months.



Locations and Dates

<u>Center Name</u>	<u>City, State</u>	<u>Date</u>
Citadel Games	Brainerd, MN	Nov 15
Crazy Penguins Gaming	Rockford, IL	Nov 27
CyGamZ	Ypsilanti, MI (near Detroit)	Nov 14
eBash	Terre Haute, IN	Nov 2
Eudemonia	Berkeley, CA (near Oakland)	Nov 2
Euphnet Cyber Cafe	Sunnyvale, CA (near San Jose)	Nov 8
Galaxy LAN Center	Sioux Falls, SD	Nov 1
Gigabits LAN Center	Orlando, FL	Nov 8
Howie's Game Shack	Mission Viejo, CA	Sept 26
Howie's Game Shack	Moreno Valley, CA	Sept 26
Howie's Game Shack	Westminster, CA	Sept 26
Netlans	Phoenix, AZ	Nov 8
Sin City PC (a.k.a. 8wire LAN center)	Las Vegas, NV	Nov 15
Strike Zone Gaming	Fenton, MI (near Detroit)	Nov 9
Vertigo Game Center	Wausau, WI	Nov 8
Xtreme Gaming Cybercafe	San Antonio, TX	Nov 15

Howie's Game Shack Tri-Store Release Party

The support the launch of Warhammer Online: Age of Reckoning in a very big way, Howie's Game Shack held it's first ever LAN parties at all three stores in southern California. Howie's Game Shack locations are the largest centers in all of North America with over 160 PCs each!

Warhammer Online: Age of Reckoning was the only game available to play from Midnight to 8:00 AM with many gamers having the opportunity to try the game for the first time in a large social setting. Howie's Game Shack gave away prizes, pizza and energy drinks, and also brought in a DJ to each location to kick up the intensity.



November Parties

For the WAR Rally LAN parties in November, iGames brought in third-party prize sponsors Tagan, SteelSeries, Games Workshop, OCZ Technology, Alienware, Creative Labs, and Smooth Creations. All together the prize sponsors contributed over \$15,000 worth of giveaways, including Warhammer Online: Age of Reckoning branded keyboards and mouse pads from SteelSeries.



In addition to the prizes, iGames designed and produced t-shirts for all participating gamers. For a true WAR fan the t-shirts are both a priceless collectible and a memoir of their experience at the live LAN event. To ensure suitability for actually usage, the t-shirts were produced in sizes XL, L and M.



At every LAN party the host locations provided complimentary food and drinks to keep everyone there gaming the whole way through meal hours!

As a special extra, Games Workshop sent some of their local store managers out to a few of the participating WAR Rally LAN party locations to put on a live demonstration of the Warhammer table-top game, which proved to be a real hit.



Strike Zone Gaming in Fenton, MI filmed their WAR Rally LAN party for inclusion in the Warhammer Online: Age of Reckoning Marketing contest:

<http://www.youtube.com/watch?v=URRTR8GEEdw>

WAR Rally LAN Party Promotional Materials

To promote the WAR Rally LAN parties...

cater to existing customers of the LAN centers as well as players in the surrounding area that had not been to a LAN center before.

To build and support the community of Warhammer Online: Age of Reckoning players, among centers and in the surrounding areas. Approximately 30% had never been center before.

Leading iGames LAN centers across the country held special "WAR Rally" LAN parties for Warhammer Online: Age of Reckoning

Cater to existing customers and non-customers in the area to come on down and meet others. Games Workshop on site as well.

For AoW - Gamers were encouraged to use Raptr to announce to all of their friends when and where they were playing WAR.

Include a few pictures in this section, but leave the bulk for the picture gallery.

The Launch Party Competition took place on Saturday, March 1st at 43 of the Showcase centers. Each center adapted their Launch Party style to the preferences of their local gamers, which in cases included Pizza Parties, Lock-Ins, and discounted play time. Approximately 817 gamers across North America participated in the Launch Party Competition.