

*Darkness Falls on Sevinpold™* is a revolutionary new board game that's fun for the *entire* family. Created by an experienced marketing and product development executive from Procter & Gamble who wanted to develop a family game that was fun *and* educational, *Sevinpold™* is not your run-of-the-mill kind of game. With two patents pending for its unique movement and innovative "team play" concepts, *Sevinpold™* has revolutionized the way board games are played.

*Sevinpold™* isn't just a game with castles, treasures, good guys and bad. It's a *world* where every castle is filled with secrets, perils, powers and magical creatures; where the heroes, known as the Valiant, must play as a team against the menacing Darkness in order to win; where victory cannot be declared until the very last roll of the dice when the Scepter is re-united with the Living Throne. With excitement at every turn, *Sevinpold™* is a game that never plays the same twice, challenges kids every step of the way and maintains their interest so they want to play again and again!

*Sevinpold™* is challenging—that's why kids are attracted to it! They love the fact that there are many cool rules to learn and 32 treasures of power with different advantages to memorize and incorporate into their every move. Kids, by their very nature, are curious and drawn to challenging games whether it is baseball, Yu-Gi-Oh, chess or, now, *Sevinpold™*! In fact, they thrive on it. Of the consumers who play-tested the game across the USA, a compelling majority said they would buy it! Why? Because. . .

- the game holds their interest from start to finish;
- they don't tire of the game after a few plays because it is challenging;
- the game is a combination of chance and skill;
- they don't know who wins until the very last roll; and
- the game has excitement at every turn.

*Sevinpold™* delivers a classic theme—the battle of good vs. evil—packaged in a world of fantasy that invites creativity and imagination. Kids will have fun without knowing that *Sevinpold™* is actually *good* for them—developing critical thinking skills, teamwork, collaboration, patience, strategic thinking and, for younger kids (under age 9), even practicing their basic math facts—all of this while being fully engaged in a game bursting with suspense and thrills!

*Darkness Falls on Sevinpold™* provides the kind of unique and exciting family fun that appeals to kids of all ages. Enclosed with every game, is a QuikStart DVD® containing the animated story of *Sevinpold™* and a QuikStart guide to help players get started. For a more in-depth understanding of the rules, please read the enclosed instructions. Questions can be emailed to the GrandMaster@sevinpold.com or visit [www.sevinpold.com](http://www.sevinpold.com).

*Sevinpold Castles, Inc. brings wholesome family entertainment into everyone's daily life.*

**CONSUMER RESEARCH AND MARKETING**  
for

**Darkness Falls on Sevinpold™**  
*A revolutionary new board game*

**Benefits** – Darkness Falls on Sevinpold™ has 4 unique features:

1. It builds to a crescendo in about 30 minutes where the “winner” is determined on the final throw of the dice – every time! This is central to games being enjoyed over and over again.
2. It never plays the same twice, yet is simple enough for kids 6+ to thoroughly enjoy.
3. It pits a *team* of players against an increasingly strong enemy who will destroy them if they do not collaborate – players learn that in order to win, they must play as a team.
4. It can be played, with the same level of satisfaction, by 2 to 6 players. It is ideal for families.

Invented by former Procter & Gamble executive Don Donovan. It was created using Consumer Hedonics™ – the science of consumer behavior applied to product development.

**Consumer Hedonics™**

Consumer Hedonics™ are the causal factors of purchase behavior. The Consumer Hedonics for board games were discovered by the makers of Sevinpold™ by interviewing over 300 people in virtually every state.

**The Consumer Hedonics™ of Board Games**

**Overall** – The top 5 Hedonics driving a successful board game are similar among all purchasers with a slight rearrangement in priority, language, and intensity when looking at Boys 9-14 versus the balance of the game purchasing population.

**Game Purchasers**

1. The game holds my interest from start to finish.
2. I will not tire of playing this game after only a few times because, you can't figure out all there is to this game too quickly.
3. The game is a combination of chance and skill.
4. You cannot tell who will win the game until the very end.
5. The game plays at a predictable length each time – ideally, less than an hour.

**Boys 9-14**

1. The game has action/excitement on every turn.
2. Anyone can win, even on the last turn of the game.
3. The game is different every time, but I still know what to do.
4. When the game ends, I want to play it again right away.
5. I would love to play this game with my friends.

## **Darkness Falls on Sevinpold™ delivers against the Consumer Hedonics™**

Here are some verbatim quotations from the After-Use (playing the game) research:

1. The game holds my interest from start to finish
  - a. “This game has action on virtually every turn.”
  - b. “You have no idea what might happen next.”
  - c. “Going into the Castles and finding the Treasures is very exciting.”
  
2. You cannot tell who is going to win until the final throw of the dice
  - a. “This is like a sport/game that comes down to the last second, the last pitch in the ninth inning of the World Series, a 3-point Hail Mary when you’re down by 2” – Wow!”
  - b. “There is so much hidden depth to the climax of the game. There is no way to predict who will win – the Darkness or the Valiant.”
  
3. I would not tire of playing this game
  - a. “I want to play again right away to see if we can beat the Darkness.”
  - b. “I want to play this with my friends against my Dad. He’d be a great Darkness.”
  - c. “I can see that the game can never be the same twice, there are endless probabilities.”

Overall, the one recurring theme:

**“The content of the game got me lost in Sevinpold. It’s a world, not a game.”**

### **Purchase Intention by Target Audience**

**Overall** – The game has an unparalleled Purchase Intention of **60%** “Definitely Would Buy” after playing only once among the **Total Sample**. This is in the top 5% of all products tested in the USA by BASES. It is **72%** at the center of the target audience of **Boys 9-14**. Said another way: 7 out of 10 Boys 9-14 would buy it after playing once. This is a hit-rate that will drive word-of-mouth. Additionally:

- When we tested the game with all “Men” **Males 14+** (14-29 mostly), we found exceptionally high Purchase Intention of **52%** “Definitely Would Buy.” This is the highest Purchase Intention for any board game among this target audience. It means 1 out of 2 guys of ANY age would be interested in buying.
- Although Purchase Intention is lower among **All Females 9+** at **39%**, a threshold of 40% is the US Success Criteria for Procter & Gamble Beauty Care products. Said another way, **Sevinpold** nearly meets the launch criteria for Oil of Olay, Cover Girl, and Pantene among all Females!

**Final Version Play-Testing Results**  
**Darkness Falls on Sevinpold™**  
Version 6.0

Overall Reactions

	<u>Total sample</u>	<u>Boys 9-14</u>	<u>Males 14+</u>	<u>All Females 9+</u>
<i>Base size</i>	(270)	(140)	(76)	(54)
<u>"I want to play this game"(when they see it)</u>				
% Definitely	<b>62</b>	<b>75</b>	<b>65</b>	<b>25</b>
% Probably	18	14	26	35
Top 2 box	80	89	91	60
<u>"I would BUY this game for \$25" (when they see the box)</u>				
% Definitely	<b>36</b>	<b>44</b>	<b>34</b>	<b>15</b>
% Probably	34	30	49	22
Top 2 box	70	74	83	37
<u>"I would BUY this game for \$25" (after playing once)</u>				
% Definitely	<b>60</b>	<b>72</b>	<b>52</b>	<b>39</b>
% Probably	19	15	26	16
Top 2 box	79	87	78	55

**Marketing Plans**

The key elements of the Marketing Plan rest on the game itself: its visual appeal, proven playability, and engaging content. Word-of-mouth will drive the game forward. However, we are also doing the following:

1. We have invested significantly in Sevinpold.com where the world of Sevinpold content and game secrets come to life.
2. Each game contains a 2 minute 30 second DVD movie which is also available to view on-line.
3. We will be exhibiting at several major toy fairs, including CHITAG in Chicago in September 2005 and the Toy Fair in NYC in February 2006..
4. We have a strong "event" marketing plan. We will be conducting tournaments and demonstrations across the USA where attendees will have an opportunity to "Defeat the Darkness" by competing against the inventor of the game.
5. We have Print Media placed and planned for Christmas OND 2005

## About the Inventor

Don Donovan has 22 years of Senior Marketing, Management and New Product Development experience with Procter & Gamble, where he distinguished himself as the only employee in P&G's 138 year history to be both Global Director of Marketing *and* Global Director of R&D. In addition, he also had the honor of being named Research Fellow at P&G in 1996. He is currently founder and CEO of Baker Street Solutions, a marketing consulting company, and the inventor and co-founder of Sevinpold Castles, Inc.

Don's real passion is games, which he started playing at age 5 with his grandmother. He has been playing and inventing his own games ever since. At age 10, he created a "contest" for his school that had all 600 students searching for clues to find the hidden treasure (a box of 100 Tootsie Rolls). At age 16, he invented his first board game, *Buy A Bond*. In college, he created over 100 "weekly games of skill" under the byline *The Mystery Writer* for the school newspaper. At P&G, he invented a consumer-promotion called *The Carhunt Mystery Game* for Ford Motors and P&G mega-brands, an idea he eventually turned into a screenplay called *In a Cat's Ear*.

In 2000, Don began working on the concept of an ancient, mysterious, imaginary world called Sevinpold, with its own history, language, conflicts and characters. The idea ultimately germinated into the board game, *Darkness Falls on Sevinpold™*, the first in a series of games and products centering around the world of Sevinpold. Don and his partners are currently busy at work on the next chapters of the story and on new games.

Don resides in Northern California with his wife, Connie, and their two daughters, Jill and Kate, where they home-school their children. They just have to make sure Don doesn't make them play too many games!

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### Contact Information:

Alex Zelikovsky  
Co-Founder and COO  
415-453-0955 direct  
alex@sevinpold.com

John Semans  
National Sales Director  
707-573-1075 direct  
john@sevinpold.com

General Information  
grandmaster@sevinpold.com  
888-342-7714  
www.sevinpold.com