



STARTERBOOK: SWORD AND DRAGON™

Series / Type : *Classic BattleTech / Core Supplement*

Compatibility: Requires the *Classic BattleTech Introductory Box Set*.

Selling Points:

- A companion volume to the *Classic BattleTech Introductory Box Set*, tailor-designed to introduce players to the larger fictional and game universe, leading directly to *Total Warfare*.
- Cross promotion with specific Iron Wind Metals "MechPacks", which are already available
- Full-color presentation, with ready-to-use record sheets included

Promotion:

- A strong network of multi-language websites constantly updating with material and news from ClassicBattleTech.com.
- Advertised in *Game Trade Magazine* and *Greater Games Industry Catalog*.

Target Market:

- Cross-over players from other table-top miniatures games.
- Lapsed *Classic BattleTech* players looking to return
- Current *Classic BattleTech* players

Up-Sells & Cross-Sells:

- *Classic BattleTech Introductory Box Set* [CAT35000]
- Iron Wind Metals': *Sword and Dragon 'MechPacks* [IWM10-034] & [IWM10-033]
- *Technical Readout: 3039* [CAT35121]
- *Total Warfare* [CAT35001]



For more information on these and other exciting *Classic BattleTech* products, please visit us online at: www.CatalystGameLabs.com

Retailers, please download the latest list of North American & international distributors from www.catalystgamelabs.com/retailers/



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 Star League Era	 Succession Wars Era	 Clan Invasion Era
 Civil War Era	 Jihad Era	 Dark Ages Era

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