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For Immediate Release

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## **The Beast Awakens for Holiday Sales**

*Berkeley, CA, September 17, 2007-* TableStar Games really hopes that this holiday season screams “Nightmare” for retailers- *HeroCard Nightmare* of course. With its second 2007 HeroCard release, *HeroCard Nightmare*, hitting shelves just in time for Halloween and the beginning of the holiday shopping season, TableStar Games is predicting strong holiday sales.

To aid retailers and encourage interest in *HeroCard Nightmare*, TableStar Games is sponsoring its “Awaken the Beast” promotion. For this promotion, for every copy of *HeroCard Nightmare* that a retailer orders, the store will receive 5 free limited edition glow-in-the-dark Beast figures to use in their stores as prizes, incentives, or giveaways. Supplies of this promotion are limited, so ordering early for this promotion is highly encouraged. “Awaken the Beast” will be available through most major distributors.

TableStar Games is planning a three month long marketing campaign to inform consumers of the “Awaken the Beast” promotion beginning in October.

*HeroCard Nightmare* is a psychological thriller in which players kill each other in their sleep. This deduction based game features surreal art and beautifully crafted pawns. *HeroCard Nightmare* is a two to four player game that comes with four HeroCard heroes: Deon, Aisling, Will, and Isis. It makes a great gift for anyone on your list.

More information on the “Awaken the Beast” promotion or HeroCard Nightmare, retailers can contact Ray Long, Business Relationship Manager, TableStar Games at [retailers@tablestargames.com](mailto:retailers@tablestargames.com) or 510-848-6900 x313.

TableStar Games, LLC is a game company located in Berkeley, CA that specializes in making innovative, fun games for a wide variety of people.

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