

Today's roleplayers have changed.
Has your RPG shelf changed with them?

IPR is the way to make that change.

Don't believe us? Here's what our retailers have to say.

Chris Hanrahan
Endgame, Oakland, California

“ We have been working very hard to support the indie role-playing scene for the past two years now, and have been reaping the rewards in many ways. By stocking games such as *Dogs in the Vineyard*, *Spirit of the Century*, and *The Shab-Al-Hiri Roach*, we've given our customers a chance to see what else is out there first hand, and brought in an entirely new base of players to boot. By working closely with IPR we have had good selection both in-store and at local convention dealer rooms. Slowly but surely, the products you see from IPR have become an ever-increasing percentage of our RPG sales.

Angus Abranson
Leisure Games, London, UK

“ There are a number of titles that IPR carries which we consider best sellers. Several of which (*Spirit of the Century* and *Dogs in the Vineyard* to name just two) have out-sold many of the so-called 'Core' lines. Since *Spirit* came out at the end of the last year we must have sold in excess of 100 copies now. There aren't any games (outside of major releases such as a new *D&D* or *Warhammer* core book) that do those numbers with us these days in that amount of time. The Indie Games scene is generating some very interesting and commercially viable products. Plus many are great fun to read and play.

Declining sales? Looking for something new?
Bring the Indie Press Revolution to your store!

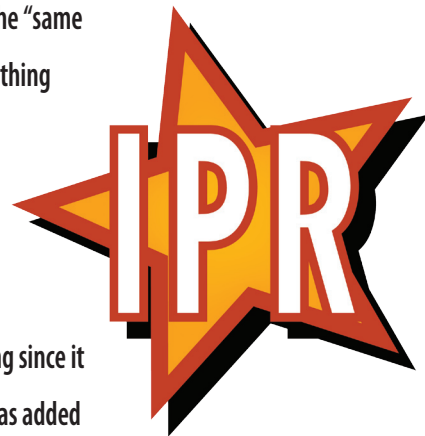
Customers everywhere have gotten too much of the “same old thing.” They cry out for something new, something fresh, something exciting. *Indie Press Revolution answers their call!*

Building on a foundation of the latest innovations in independent role-playing games, IPR's growth has confounded expectations, soaring since it opened shop at the end of 2004. Since then IPR has added dozens of publishers and scores of products, experiencing steady growth and solid sales (seeing a **fourfold improvement** between 2005 and 2006, and increasing its business by **over 20%** as it enters 2007).

IPR sees this kind of success by building its catalog exclusively from the Indie RPG scene. **All products** in IPR's inventory are **personally screened for quality** by the owners of IPR, taking the guesswork *out* of buying small press games. IPR's products are *not* the ash-can garage games of yesteryear. Today the **top-quality** indie games carried by IPR have production values rivaling those of the big guys. Games like *Spirit of the Century*, *The Zorcerer of Zo*, and *Dictionary of Mu* have **shelf appeal** in *spades*, and there are dozens more like them in IPR's growing catalog. Better yet, most indie games don't buy into the outdated “parade of supplements” publishing strategy. These are **stand-alone games** that your customers will be happy to buy, try, and come back for more—never left feeling like they got something *incomplete* with any single purchase, but with their appetites **primed** for more.

IPR's games are built from a foundation of passion and love for the hobby. They are produced with a dedication that is unique to only creator-owned products. And because IPR only accepts products from the best of the breed, you can be assured that **anything you buy from us will be good!** Many of the products IPR carries have been nominated for awards and have received rave reviews from critics and fans alike, including recognized names in the industry such as **Ken Hite**, **Robin Laws**, and **Bruce Baugh**. There's life, energy, and **magic** in the **Indie Press Revolution**, and the customers and critics can *feel* it.

That magic is yours for the taking. Join the Indie Press Revolution today!



Don't let the Indie Press Revolution pass you by.
Capture those missing sales. Place an order today!


Our Email Address: sales@indiepressrevolution.com

Our Website: <http://www.indiepressrevolution.com/>




Here's what IPR can do for you!


IPR only brings you the good stuff.

 IPR's owners *personally* screen the products they offer for quality and value. Because we only accept top-quality indie publishers for our catalog, the games we carry are the best of the breed. *IPR takes the guesswork out of ordering indie games!*


IPR is a partner, not a competitor.

 We will never sell to online retailers like *Amazon.com*, *Buy.com*, and others. We don't sell our stock on *eBay*. We run an online storefront, but *that's it*. With a product on your shelves from IPR, *you won't be competing with discount sites for sales!*


IPR brings it all together.

 With over three dozen publishers—and that number growing steadily—we offer you a one-stop shop for the small press scene. With IPR, you won't have to connect with dozens of indie publishers directly—we've *taken care of that for you*, and we've made sure it's a great value proposition for all parties involved. Everyone's happy!

IPR brings you hard-to-find games.


 Several of our publishers are so happy with IPR that they won't go with anyone else to sell their games. This means IPR is the *only* place to get games like *Spirit of the Century* and *Don't Rest Your Head* from *Evil Hat Productions* (the same publishers who are working on the upcoming *Dresden Files RPG*) as well as *The Zorcerer of Zo*, *Dogs in the Vineyard*, *Dictionary of Mu*, *Polaris*, and more!

IPR gives you variety.


 IPR offers you the opportunity to diversify your product line, bringing you an in-demand sector of games that you and your customers have been *missing*. With IPR's games you'll breathe new life into your store's roleplaying sales, *connecting with new and existing RPG customers like never before!*

IPR makes the most of your money.


IPR watches out for everyone.

 You get **42% off anything** at IPR. That's our discount we offer exclusively to brick-and-mortar retailers. Why 42%? It's a discount that looks out for *both* the small press publisher and *you*—everyone involved gets the margins on the sales they *need*. IPR doesn't leave anyone out in the cold. Most of all, *IPR doesn't compete with you*. We don't sell to online retailers or distributors, so you take the store market, and we take the online market. It's a deal that works for everyone!


IPR delivers savings to you.

 Whatever's for sale at IPR is on sale to you. *We pass along all publisher discounts direct to our retailer customers*. If you see a product at 25% off, we will take 25% off of the MSRP and then another 42% off of that for your retailer discount. It's up to you to decide what price you want to sell it for at your store.


IPR makes shipping affordable.

 IPR offers **free shipping** on retail orders of \$200 or more within the U.S. and discounted shipping abroad. If your order is under \$200, *we will only charge cost*. There's no minimum order size—pick whatever you want, and we'll ship it.

IPR makes special orders a snap.


 Your store can—and *should*—use IPR for special orders. If one of your customers comes in and says, "I'm looking for a different superhero game that's fun and easy to play," IPR has *several* games that fit the bill. *And it's that variety that will get you more sales!*

IPR fattens your bottom line.


 IPR is not an "either-or" proposition. You can—and indeed you *should*—use IPR to supplement your *existing* product lines from regular distribution channels. *The bottom line? With IPR, your bottom line just gets better!*

Why sell indie games?


Indie games maximize impulse buys.

 Because the price points are low on most of our products, and that they're often self-contained, stand-alone, complete games, many customers are willing to "take a chance" on purchasing them. *And because this makes IPR's games so friendly for impulse buys, sales often replicate*. The customer who buys *Capes*, *With Great Power*, or *Agon* is more likely to come back looking for more.

Indie games are quick starters.

 Many indie games are shorter than your typical RPG. With rules that are quick to read and easy to learn, a game from IPR goes from purchase to play much faster. *When people play the games they buy, they come back for more*.


Indie games make great one-shots.

 Because they're fast reads and quick to start up, indie games make for ideal "one-shots". Several of IPR's retailers have had great success promoting in-store "mini-conventions" with an indie gaming focus—even getting some of the game designers *themselves* to attend!

Indie games have great shelf appeal.

 Indie games have grown up. These aren't the ashcan products of yesteryear. With more cost-effective printing options on the market today, indie publishers have been able to make the most of it, producing **high-quality, attractive game books** that rival the best of the big guys.

Indie games don't go out of style.

 Great indie games like *Dogs in the Vineyard* and *Sorcerer* stay in style longer than "traditional", big-press games. *Dogs* has been enjoying constant, **steady** sales every year for several years now—that's a *much* longer life-cycle than your usual game. This means that IPR's additions to your shelves remain **current, lively**, and **relevant**.

If you have any questions—or you want to place your order now—email IPR at sales@indiepressrevolution.com!