

... CCG ... NOVELS & COMICS ... VIRTUAL WORLD ... RPG ... INDEPENDENT ... UNFORGETTABLE ...  
... MYSTICAL CREATURES ... SEXY STREET PUNKS ... HARD SCIENCE ... RELIGION ...

# MARDI GRAS 3000

MARDI GRAS 3000 LAUNCHES ON MARDI GRAS, FEBRUARY 16, 2010, BUT IT ALL BEGINS NOW

## FOR IMMEDIATE RELEASE

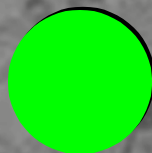
Welcome to the *Mardi Gras 3000* universe.

The following pages will introduce you to *Mardi Gras 3000* in all its facets. You'll find informational one-sheets on the central aspects — the designer, the collectible card game, the novels, comics, and webisodes, the online community, and the official marketing campaign. If you have any questions, please don't hesitate to call us. You will find real people willing to engage you on this incredible topic.

We understand that launching a brand — especially one with an independent CCG at its heart — in today's industry climate, may seem like a dangerous business choice. But the powerful mythology behind *Mardi Gras 3000*, the vision of game designer Eliza Jean Angel, and the dedicated team of writers that back the brand, drive us forward. To us, *Mardi Gras 3000* is an impassioned idea, packaged in a unique commercial wrapper. The game — the universe — has a living heart and soul.

We appreciate your time and attention and will be honored to have you join the excitement. We've been working very hard toward this day for more than five years. Thank you for your trust and your faith. We feel confident that *Mardi Gras 3000* will amaze us all.

Jennifer DiMarco  
Mardi Gras 3000, Brand Manager  
Orchard House Press, Chief Executive Officer



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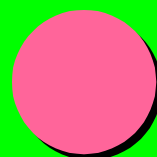
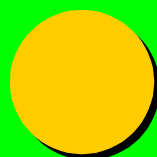
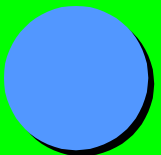
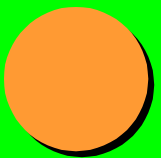
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**The Designer**

Eliza Jean Angel (EJ to her friends) was born outside Kapan, Armenia, in 1980 and grew up in Boston. She is a life-long lover of all things science fiction, and a self-described “math-geek, raver, and biker chick.”

EJ created the *Mardi Gras 3000* universe tailored to the innovative Stacked Operating System (R) for collectible card games. The mythology of the universe is as fascinating and complex as the game is intuitive to play. Mixing religion, science, epic battles, and old world mysticism came naturally for EJ, who is a punk Christian blogger, amateur mathematician, Bantamweight boxer, and world-traveler.

EJ herself is at the heart of the *Mardi Gras 3000* mythology, and arguably the prime reason why gamers and writers from all walks of life have come together to create this brand. She is a gregarious, sincere, and galvanizing young woman who builds confidence and encourages celebration in everyone around her. A perfect balance of pop culture savvy, geek-chic, and biker-philosopher cool, EJ exudes an indisputable sex-appeal and an inexhaustible knowledge of literature and art. Accessible to both men and women, fans like to boast she is the origin of the word “smexy.”

Forum member Sha Djinian posted: “No one can delve into *Mardi Gras 3000* and not be inspired, and no one can know EJ and stay unchanged.”



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**The Collectible Card Game**

*Mardi Gras 3000* is a CCG like the world has never seen. Utilizing the technically beautiful Stacked Operating System (R), players literally stack their cards to further customize their decks. Cards feature passes (holes) and stops (absence of holes) that allow and disallow various interactions and card combinations. Additionally, *Mardi Gras 3000* combines tabletop gaming elements as players move character stacks across terrain cards that players lay in strategic patterns.

February 16, 2010, will see the launch of the *Mardi Gras 3000* National Edition. This includes five starter decks (one two-player deck, and four themed decks) and supporting random-packed boosters. The decks each ship with a copy of the *Mardi Gras 3000 Player's Handbook* — 124 pages of game history, fiction, a universe introduction, and illustrated play instructions.

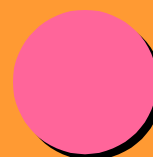
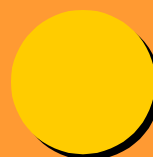
The decks and boosters will be followed by two expansion sets and a dozen experts packs in the Autumn of 2010. Many of these tie into *Mardi Gras 3000* novels and comics. But we don't stop here.

Sell-through is vital. *Mardi Gras 3000* will not be an overnight sensation. We plan to build momentum slowly and steadily. To succeed at this approach, the entirety of 2010 will see expansions, challenge packs, add-ons, and modules released for players of all skill levels and interests. Whether gamers are more interested in bare-bones play or the mythology behind the cards and characters, they will find everything they desire in 2010 and beyond.



Vendors will be pleased to know that each CCG expansion cross-sells with every novel and comic. The point-of-purchase sales average is bound to increase as players come in for the latest CCG mod and walk out with the mod and the novel that supplies the back-story. Players will learn quickly: Know the mythology and the cards become more powerful.

The official National Edition tournament circuit will open in the Winter of 2010 or earlier as demand warrants.



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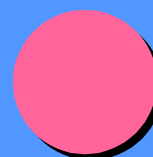
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**The Novels**

The *Mardi Gras 3000* universe is simply too rich to be contained in a collectible card game alone. The mythology of passionate, rebellious children of Fallen Angels and four dimensional soldiers, masters of quantum mechanics, captures both spirit and intellect. Designer E.J. Angel has opened her universe to all of us and invited the community to add further complexity and realism to the Terrapyres and Celestials. To date, this inclusive approach has yielded explosive results.

Twelve diverse writers – men and women, thirteen to fifty-six, six religious denomination, and nine nationalities – have all written for *Mardi Gras 3000*. Their personal takes on the universe – officiated by EJ – have built indispensable back-story for characters, items and events that otherwise would have existed only as images on CCG cards.

February 2010 will see the publication of novels for major characters as well as an anthology of battle-centric stories that range from the haunting terror of “Blood Trade” to the side-splitting humor of “Do You Want Fries with Your Grail?” Additional novels follow twice a year.

And with a sourcebook to the universe available free online, welcoming everyone to join the official ranks, the possibilities are endless.



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**The Comics & Webisodes**

A picture is worth a thousand words and designer E.J. Angel, with MFAs in Performance and Interdisciplinary Arts (with a focus on painting), is decidedly a visual thinker. Taking the *Mardi Gras 3000* universe into comics and graphic novels was a natural expansion.

The majority of *Mardi Gras 3000* takes place during “Prime Time” (2020 to 2060 AD) but there are mesmerizing stories set from 300 BC forward. Many of these unique eras are best captured visually, especially stories told on *Hom*, the four dimensional Celestial home-world. This opens up incredible opportunities to explore characters like the polarizing Eris, a Celestial exile with terrible powers, often thought of as the “Big Bad” of the *Mardi Gras 3000* mythology.

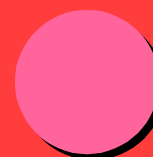
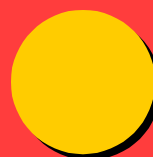
In February 2010, the *Mardi Gras 3000* line of comics launches with the haunting comic adaptation of “Blood Trade,” the visually arresting graphic novel “Chorus: Balance,” and the deluxe graphic novel “Under the Influence” (rated Mature).

But 2010 will bring us far more than these major plot arches. Running parallel to *Mardi Gras 3000*, the “Leather Ladybird” series will explore two human vigilantes, fighting in the *Mardi Gras 3000* universe, outside the circles of Immortals, though still influenced by them. Set in 2020 and published as alternating comic books and webisodes, “Leather Ladybird” explores what it is to be human in a world as flawed as it is supernatural.

“Divinity MX,” another parallel line in the *Mardi Gras 3000* universe, will present as a series of graphic novels for mature readers, with high octane space battles waged between groups of Angels and the cybernautic captains they engineer as companions somewhere past the year 4000 AD.



By branching into the visual arts, *Mardi Gras 3000* comes alive as never before.



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**The Online Community**

Never before has there been an online community as unique as the *Mardi Gras 3000* network. Our CCG has been hailed as innovative and our online experience is the same. The official forum is easy to navigate, but more importantly, utterly inclusive. There are no “newbs.” There is no flaming. Gamers, writers, and readers from all walks of life work together to build the mythology at the heart of the universe.

This collaboration results in a crucible of ideas, compiled and updated bi-annually, and provided free of charge as a PDF download. The *Mardi Gras 3000 Sourcebook* contains everything you need to know about the captivating details of this universe. You’ll never have to buy expensive tech manuals, schematics or “writer’s bibles”—everything is right there.

Or perhaps you’re ready to kick back? Need a break from the dazzling intellects at the forum? Surf on over to <http://avatars.imvu.com/GamerAngel> for realistic 3D avatar chat with designer E.J. Angel, any of the official writers, and most of your favorite carded characters from the CCG. A social network simply doesn’t get any better.

EJ and her *Mardi Gras 3000* (and non-*Mardi Gras 3000*) adventures can also be followed at:

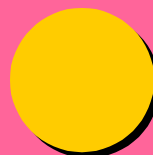
<http://ejangel.blogspot.com/>

<http://www.ejangel.com/>

[http://www.myspace.com/ej\\_angel](http://www.myspace.com/ej_angel)

<http://www.twitter.com/elizajeangel/>

<http://www.facebook.com/people/eliza-jean-angel/1674506030>



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**The Launch Campaign**

All over the world on February 16, 2010, revelers will celebrate Mardi Gras but the best gaming stores in North America will start their celebrations in advance. *Mardi Gras 3000* is a fusion of street punk, mysticism, hard science and bone-shaking battles. The gaming community has never seen a mix like this—both the themes and the vast array of mediums: CCG, novels, comics, and online community.

Not only is the mix innovative, but the individual elements each offer a twist from the norm. The CCG combines traditional card play with RPG and tabletop gaming aspects. The game's operating system is a world premiering O.S. that can be learned in minutes but takes an expert to master. The fiction is open-source, inviting gamers, writers and readers to add to the mythology and interact one-on-one with the designer. The entire *Mardi Gras 3000* community is inclusive and friendly. But our innovation doesn't end with our products. It extends into our marketing.

Instead of flooding the market with throw-away trinkets, the *Mardi Gras 3000* team is working with select stores to launch the brand. These vendors are supplied with a counter display that features exclusive items relevant to the brand. A feast for the senses, the display incorporates things to read, hold, smell, listen to and even taste – all tied to *Mardi Gras 3000*. New items are added as launch nears. *Mardi Gras 3000* is independent, homegrown, and driven by the dedication of a passionate team of real people – not a mega-conglomerate. And our vendors are part of that intimate team.

For a complete list of our authorized vendors, or to recommend a vendor for our campaign, please click the “Shop” button at:



[www.MardiGras3000.com](http://www.MardiGras3000.com)

