

DECIPHER®
The Art of Great Games®

253 Granby Street, Norfolk, Virginia 23510

tel: 757.664-1156 • fax: 757.623.3630 • internet: tim.ellington@decipher.com

Tim Ellington — Director, TCG Studio

February 22, 2002

John J. Mayo
Creative Director, Licensing and Merchandising
New Line Cinema Corp.
888 Seventh Avenue
New York, NY 10106

Dear John –

Enclosed please find mock-ups of the new film-cell cards we would like to have approved for The Lord of the Rings™ TCG. We currently have no scheduled release for the film-cell cards, but would like the concept approved so that we may begin strategic planning and costing for the project. Specific schedules and final submissions for actual product approval will be submitted later.

Please contact me if you have any questions.

Sincerely,



Tim Ellington
Director, TCG Studio
Decipher, Inc.

NEW LINE CINEMA



Product Approval Form



Date: February 11, 2002

Company Name: Decipher, Inc.

Company Contact: Tim Ellington

Phone: 757-664-1156

Fax: 757-623-3630

E-mail Address: tim.ellington@decipher.com

Product Description: Mines of Moria TCG Sell Sheet

Retail Distribution: Mass Mid-Tier Specialty

Type of Submission (Circle One): Product Packaging Film Pulls
Stage 1: Concept Stage 2: Sculpt Final Art: Black & White Final Art: Color
Stage 3: Paintmaster Press Proof
Stage 4: Pre-Production Sample

Submission (Circle One): New Revised

Other:

Licensee/Agent Comments:

New Line Comments:

Approve Approved with Changes Resubmit Not Approved

Signed: _____

Date: _____

THE LORD OF THE RINGS™ TRADING CARD GAME

MINES OF MORIA EXPANSION SET

122 ALL-NEW CARDS • COMING MARCH 2002.

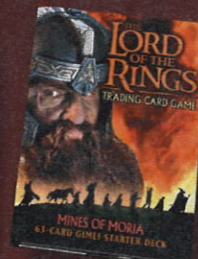
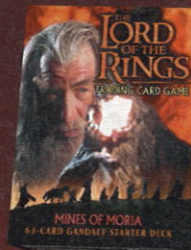


Boosters (Item No. 813):

MSRP: \$3.29/Pack
11-card packs • 36 packs per display
12 displays per case

UPC: 0-45748-10813-7 (Booster Pack)
0-45748-10814-1 (Booster Display)

ISBN: 1-58236-813-9 (Booster Pack)
1-58236-814-7 (Booster Display)



Starters (Item No. 811):

MSRP: \$10.99/Deck
63-card decks • 12 decks per display
6 displays per case

UPC: 0-45748-10809-0 (Gandalf Deck)
0-45748-10810-6 (Gimli Deck)
0-45748-10811-3 (Starter Display)

ISBN: 1-58236-809-0 (Gandalf Deck)
1-58236-810-4 (Gimli Deck B)
1-58236-811-2 (Starter Display)

Products already available from the premiere *Lord of the Rings™* Trading Card Game, *The Fellowship of the Ring*:



63-Card Starter Decks



11-Card Booster Packs



Deluxe Starter Sets
• 74 cards • Glass Tokens
• Collectible Storage Box



The Lord of the Rings™
Trading Card Game
League Kit

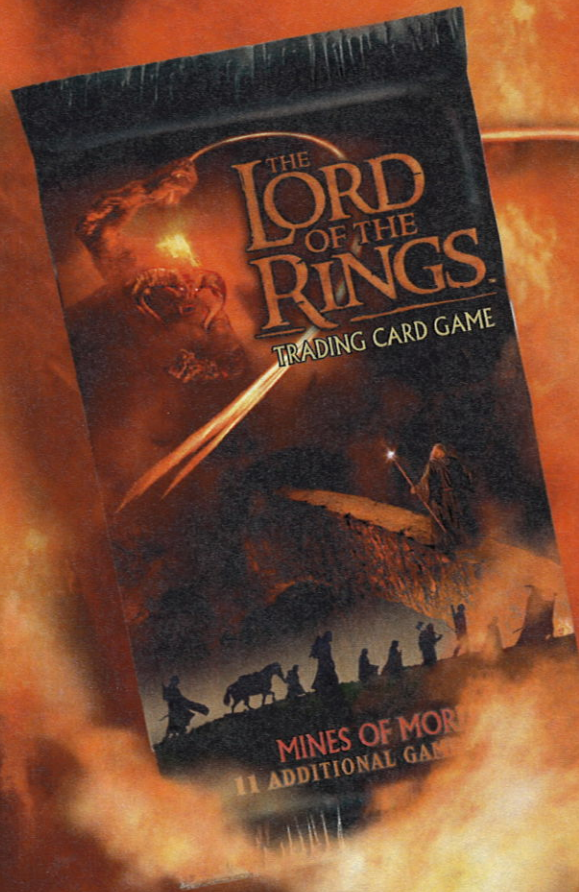
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The Art of Great Games®

253 granby st. • norfolk, va 23510 - 1813 • 757.623.3600

www.decipher.com

www.LOTRfanclub.com

www.lordoftherings.net



MINES OF MORIA™ IS HERE!!!

Players around the world revere *The Lord of the Rings Trading Card Game* as one of, if not the best game they've ever played. New players are joining the fun every day!

The first major addition to this game is the *Mines of Moria* Limited-Edition Expansion. This 122-card set will be presented in both Starters and Boosters. The cards and gameplay in this set exemplify Decipher's commitment to a long-lasting game and a stable gameplay environment.

Mines of Moria will include The Balrog, one of the meanest and most powerful villains in any game. Look for Twilight Ringwraiths and new "artifact" cards such as Gandalf's Staff, Mithril Coat, and the Balrog's Sword. There are new cards for each culture, with an emphasis on the Moria, Shire and Dwarf cultures, also new versions of fellowship characters including Frodo, Gimli, and much more!

Collectors will love the exciting foil parallel set! Each card in this set will also be presented in a stunning diffraction foil version.



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Tim Ellington — Director, TCG Studio

February 13, 2002

John J. Mayo
Creative Director, Licensing and Merchandising
New Line Cinema Corp.
888 Seventh Avenue
New York, NY 10106

Dear John –

Enclosed please find four cards we would like to have approved for The Lord of the Rings™ TCG. They are cards that will appear in the Realms of the Elf-lords™ expansion, but we would like to print them early to use as promotional items. Three of the cards (Arwen, and the two Sauron cards) will be printed at 200% to be used as purchase incentives at trade shows, while the third, Saruman, will be printed at 100% and used as a promo card insert in trade magazines.

As usual, our schedule is pretty tight. Any help in getting these out will be greatly appreciated.

Please contact me if you have any questions.

Sincerely,



Tim Ellington
Director, TCG Studio

NEW LINE CINEMA

Product Approval Form



Date: February 13, 2002

Company Name: Decipher, Inc.

Company Contact: Tim Ellington

Phone: 757-664-1156

Fax: 757-623-3630

E-mail Address: tim.ellington@decipher.com

Product Description: Realms of the Elf-lords TCG Promo cards

Retail Distribution: Mass Mid-Tier Specialty

Type of Submission (Circle One): Product Packaging Film Pulls
Stage 1: Concept Stage 2: Sculpt ~~Final Art: Black & White~~ Final Art: Color
Stage 3: Paintmaster Press Proof

Stage 4: Pre-Production Sample

Stage 5: Production Sample

Submission (Circle One): New Revised

Other:

Licensee/Agent Comments:

New Line Comments:

Approve Approved with Changes Resubmit Not Approved

Signed: _____

Date: _____

2 • ARWEN
ELVEN RIDER



COMPANION • ELF

6
3

Ranger.
Response: If the Ring-bearer is about to take a wound, discard 3 cards from your hand to prevent that wound.
"If I can cross the river, the power of my people will protect him."

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4 • SARUMAN
SERVANT OF THE EYE



MINION • WIZARD

8
4
4

Saruman may not be wounded during the archery phase and he skirmishes only when the fellowship is at an Isengard site.
Assignment: Exert Saruman to assign an  minion to a companion (except the Ring-bearer). That companion may exert to prevent this.

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0
HAND OF SAURON



EVENT

Maneuver: Exert a  minion to make the Free Peoples player discard a card at random from his or her hand.
"The power of the Ring could not be undone."

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1
HIS CRUELTY AND MALICE



CONDITION

Plays to your support area.
Regroup: Exert a  minion to make the Free Peoples player discard the top card from his or her draw deck.
"Into this Ring he poured his cruelty, his malice, and his will to dominate all life."

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Tim Ellington — Director Manager, TCG Studio

February 13, 2002

Laurie Battle
Director of Licensing
Tolkien Enterprises
2600 Tenth Street
Berkeley, CA 94710

Dear Laurie –

Enclosed please find four cards we would like to have approved for The Lord of the Rings™ TCG. They are cards that will appear in the Realms of the Elf-lords™ expansion, but we would like to print them early to use as promotional items. Three of the cards (Arwen, and the two Sauron cards) will be printed at 200% to be used as purchase incentives at trade shows, while the third, Saruman, will be printed at 100% and used as a promo card insert in trade magazines.

As usual, our schedule is pretty tight. Any help in getting these out will be greatly appreciated.

Please let me know if you have any questions.

Sincerely,



Tim Ellington
Director, TCG Studio

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253 Granby Street, Norfolk, Virginia 23510

tel: 757.664-1156 • fax: 757.623.3630 • internet: tim.ellington@decipher.com

Tim Ellington — Project Manager, TCG Studio

January 28, 2002

John J. Mayo
Creative Director, Licensing and Merchandising
New Line Cinema Corp.
888 Seventh Avenue
New York, NY 10106

Dear John –

Enclosed please find a submission for Decipher's The Lord of the Rings™ Toy Fair Calendar for 2002. The calendar contains some future product with sample packaging. This unit is not for sale, and is only given out to select groups such as industry contacts and volunteers.

Please contact me if you have any questions.

Sincerely,



Tim Ellington
Project Manager, TCG Studio

NEW LINE CINEMA

Product Approval Form



Date: January 28, 2002

Company Name: Decipher, Inc.

Company Contact: Tim Ellington

Phone: 757-664-1156

Fax: 757-623-3630

E-mail Address: tim.ellington@decipher.com

Product Description: Toy Fair Calendar

Retail Distribution: Mass Mid-Tier Specialty

Type of Submission (Circle One): Product Packaging Film Pulls

Stage 1: Concept Stage 2: Sculpt Final Art: Black & White Final Art: Color

Stage 3: Paintmaster Press Proof

Stage 4: Pre-Production Sample

Stage 5: Production Sample

Submission (Circle One): New Revised

Other:

~~Licensee/Agent Comments:~~

- Remove images of Bilbo transformed + replace with something else.

New Line Comments:

- APRIL = magazine cover has not been submitted yet. We would prefer a different image of Gandalf
- March - Wormtongue was misspelled. Please correct.
- May: use alternate image where stand-ins are not evident.
- Resubmit revisions please.

Tim ✓
 Dan —
 Anthony —
 Jeff —
 Archive —

Approve Approved with Changes Resubmit Not Approved

Signed: 

Date: JAN - 29, 2002

DECIPHER®
The Art of Great Games®

253 Granby Street, Norfolk, Virginia 23510

tel: 757.664-1156 • fax: 757.623.3630 • internet: tim.ellington@decipher.com

Tim Ellington — Project Manager, TCG Studio

January 30, 2002

John J. Mayo
Creative Director, Licensing and Merchandising
New Line Cinema Corp.
888 Seventh Avenue
New York, NY 10106

Dear John –

Enclosed please find a submission for Decipher's Toy Fair Catalog for 2002. This unit is given out to select groups such as industry contacts and vendors.

Also enclosed are re-submissions for The Lord of the Rings™ Toy Fair Calendar, per your request.

Since Toy Fair is just around the corner, we would really appreciate as quick a turnaround on this as possible.

Please contact me if you have any questions.

Sincerely,



Tim Ellington
Project Manager, TCG Studio



THE LORD OF THE RINGS™ • FAN CLUB • TRADING CARD GAMES • ROLEPLAYING GAMES
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THE LORD OF THE RINGS™

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253 GRANDY STREET NORFOLK, VA 23510
TELEPHONE: 757.623.3600

www.lorfanclub.com
www.decipher.com



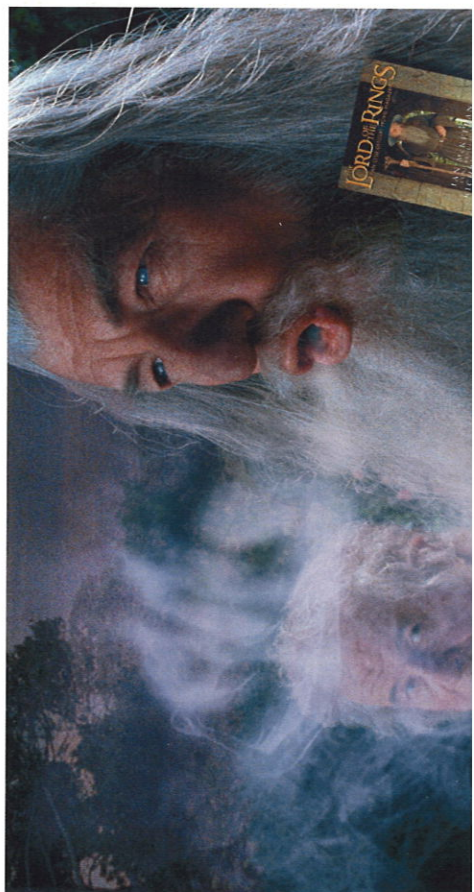
February 2002

Lord of the Rings™ Fan Club, launched January, 2002
www.LORFANCLUB.COM

| sun | mon | tues | wed | thurs | fri | sat |
|---|-----|------|------------------|--------------------|-----|-----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| Day For International February 10 - 14 | | | Ash Wednesday | Valentine's Day | | |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| | | | | | | |
| 24 | 25 | 26 | 27 | 28 | | |
| | | | | | | |

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March 2002

Lord of the Rings™ Trading Card Game Mines of Moria™,
 to be released March, 2002. www.decipher.com

| sun | mon | tues | wed | thurs | fri | sat |
|-------|-----|------|-----|-------|-----|-----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| | | | | | | |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| | | | | | | |
| 24/31 | 25 | 26 | 27 | 28 | 29 | 30 |
| | | | | | | |

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april 2002

| sun | mon | tues | wed | thurs | fri | sat |
|------------------|-------------------------|------|-----|------------------------------------|-----|-----|
| | Leader Henry (Canada) 1 | 2 | 3 | High Weaving's (Canada) Birthday 4 | 5 | 6 |
| Daylight Savings | 7 | 8 | 9 | 10 | 11 | 12 |
| | 14 | 15 | 16 | 17 | 18 | 19 |
| | 21 | 22 | 23 | 24 | 25 | 26 |
| | 28 | 29 | 30 | | | |

Sam Beas's (Canada) Birthday 17
 Full Moon 20, 27
 Full Moon 29

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june 2002

Lord of the Rings™ Trading Card Game
 Returns to the ET's Lands. To be released June-July, 2002
www.decipher.com

| sun | mon | tues | wed | thurs | fri | sat |
|-----------------|-----------------|------|-----|-------|-----|-----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Father's Day 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| | Full Moon 23/30 | 24 | 25 | 26 | 27 | 28 |
| | | | | | | 29 |

Summer Solstice 21
 Full Moon 23/30

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may 2002

Lord of the Rings™ Roleplaying Adventure Game
 released January, 2002. www.decipher.com

| sun | mon | tues | wed | thurs | fri | sat |
|-----|-----|------|-----|-------|-----|-----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

John Rags (Canada) (Grand) Birthday 5
 Mother's Day 12
 Victoria Day (Canada) 19
 Decipher™ Lee's (Surrey) Birthday 20
 Full Moon 27
 Memorial Day (US) 28
 California Day (California) Birthday 14
 So the Mad King's (Canada) Birthday 25
www.madking.com

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july 2002

Exclusive limited edition Samson lithograph
 to be released Summer, 2002. www.lotrtrading.com

| sun | mon | tues | wed | thurs | fri | sat |
|-----|-----|------|-----|-------|-----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

In Peter's (Canada) Birthday 1
 Canada Day (Canada) 1
 Thru's Day for July 4 4
 Independence Day (US) 4
 World Book Day 5
 Full Moon 22

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October 2002

Lord of the Rings™ Trading Card Game
 Mines of Moria™, released March, 2002. www.decipher.com

| sun | mon | tues | wed | thurs | fri | sat |
|---------------------|-----|--------------------------|---------------------|----------------|----------------|-----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Thrasgung (Gandalf) | | | Suei (Eowyn, Merry) | | Howard Shinn's | |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| Viggo Mortensen's | | Full Moon | | Howard Shinn's | | |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| Arwen's | | Peter Jackson's Birthday | | Howard Shinn's | | |
| 27 | 28 | 29 | 30 | 31 | | |
| Thorin Oakenshield | | | | Howard Shinn's | | |

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November 2002

Lord of the Rings™ Trading Card Game
 The Two Towers™, to be released November, 2002. www.decipher.com

| sun | mon | tues | wed | thurs | fri | sat |
|--------------------|-----|----------------|------------------------|----------------|----------------|-----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| Frodo Baggins (US) | | | Kendrick Day (Gandalf) | | Howard Shinn's | |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| Full Moon | | Howard Shinn's | | Howard Shinn's | | |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| Howard Shinn's | | Howard Shinn's | | Howard Shinn's | | |
| 26 | 27 | 28 | 29 | 30 | | |
| Howard Shinn's | | Howard Shinn's | | | Howard Shinn's | |

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December 2002

Lord of the Rings™ Trading Card Game
 The Two Towers™, released November, 2002. www.decipher.com

| sun | mon | tues | wed | thurs | fri | sat |
|-------------------|-----|----------------|-----|----------------|----------------|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Domonic Kenepians | | Howard Shinn's | | Howard Shinn's | | |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| Howard Shinn's | | Howard Shinn's | | Howard Shinn's | | |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| Howard Shinn's | | Howard Shinn's | | Howard Shinn's | | |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| Howard Shinn's | | Howard Shinn's | | Howard Shinn's | | |
| 29 | 30 | 31 | | | | |
| Howard Shinn's | | Howard Shinn's | | | Howard Shinn's | |

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January 2003

Lord of the Rings™ Trading Card Game
 The Fellowship of the Ring™, released November, 2001. www.decipher.com

| sun | mon | tues | wed | thurs | fri | sat |
|----------------|-----|----------------|-----|----------------|----------------|-----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| Howard Shinn's | | Howard Shinn's | | Howard Shinn's | | |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| Howard Shinn's | | Howard Shinn's | | Howard Shinn's | | |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| Howard Shinn's | | Howard Shinn's | | Howard Shinn's | | |
| 26 | 27 | 28 | 29 | 30 | 31 | |
| Howard Shinn's | | Howard Shinn's | | | Howard Shinn's | |

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DECIPHER™ THE LORD OF THE RINGS™ • FAN CLUB • TRADING CARD GAMES • ROLEPLAYING GAMES

NEW LINE CINEMA

Product Approval Form



Date: January 22, 2002

Company Name: Decipher, Inc.

Company Contact: Tim Ellington

Phone: 757-664-1156

Fax: 757-623-3630

E-mail Address: tim.ellington@decipher.com

Product Description: Balrog Head retailer poster

Retail Distribution: Mass Mid-Tier Specialty

Type of Submission (Circle One): Product Packaging Film Pulls
 Stage 1: Concept Stage 2: Sculpt Final Art: Black & White Final Art: Color

Stage 3: Paintmaster Press Proof

Stage 4: Pre-Production Sample

Stage 5: Production Sample

Submission (Circle One): New Revised

Other:

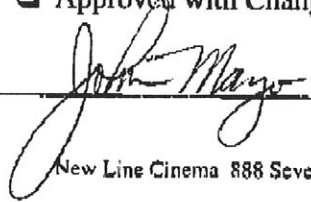
Licensee/Agent Comments:

Tim ✓
 DAN —
 Jeff —
 SANDY —
 Ross —
 Archive —

New Line Comments:

No.

Approve Approved with Changes Resubmit Not Approved

Signed: 

Date: JAN. 23, 2002