

## OFFICIAL LORD OF THE RINGS GAME LAUNCHES ON FACEBOOK® PLATFORM

Microcosm Games Ltd today launched *The One Ring*, an official game based on *The Lord of the Rings* trilogy, on the Facebook Platform.

The company has recreated the fantasy and magic of the Tolkien masterpiece for the internet generation, and believes *The One Ring* stands out from the crowd when compared to other Facebook applications.

Unlike many Facebook applications, the game possesses high quality graphics and sound, as well as compelling Tolkien-style narration and story development, provided by trained actors and writers. It also uses a system of discrete 'turns', allowing the player to enjoy the game at their own pace.

With this approach, Microcosm Games, a 10-strong Cardiff-based company, is hoping to attract over a million users to *The One Ring* over the next six months.

The company has adopted the 'freemium model' for the game, where users can play for free but have the option of boosting their player experience through micro-payments.

The company's directors Clint Oldridge, Sam Roads and Michael Borgendahl, who founded the business in October 2007, initially considered creating games for mobile phones. However, after watching the rapid rise of social media, and learning more about the open approach of Facebook Platform, they became convinced that this social platform was the ideal medium for their game.

If *The One Ring* is successful on Facebook, Microcosm Games Ltd will be looking at the possibility of expanding to other social networking sites.

"We think that *The One Ring* has the potential to be one of the best applications yet to appear on Facebook. The prestige of *The Lord of the Rings* has enabled us to attract some very talented people to come and work with us on this project, and we are very excited about its future," said Creative Director Sam Roads. "*The One Ring* has been developed to appeal to a wide range of people, from devoted Tolkien fans through to casual gamers. We have been particularly interested in understanding the growing market of female players' approach to gaming, and hope that many women will enjoy *The One Ring* too."

The game, under license by Middle-earth Enterprises, f/k/a Tolkien Enterprises, has undergone 12 months of extensive beta-testing and development. A team of 25 contributors including artists, actors, writers and computer programmers have worked together to ensure that *The One Ring* is both exciting and true to the spirit of *The Lord of the Rings*.

The company has also gained expert advice on the game from Ian Livingstone OBE, a veteran of the gaming and fantasy gaming world, who was the founder of Games Workshop, *White Dwarf* and the *Fighting Fantasy* series of books, which he created with Steve Jackson. Livingstone is a non-executive director on Microcosm Games' board.

“Ian is a legend in the gaming industry and we are really pleased to have him supporting and guiding us,” said Roads.

ENDS

## **FURTHER INFORMATION**

For further information, interviews or picture requests please contact Sam Roads on 07812 649543 or email [sam.roads@mgames.com](mailto:sam.roads@mgames.com).

*The One Ring, The Hobbit and The Lord of the Rings and the names of the characters, events, items and places therein, are trademarks of The Saul Zaentz Company d/b/a Middle-earth Enterprises f/k/a Tolkien Enterprises and are used, under license by Microcosm Games Ltd., a sublicensee of Game Systems International. Ltd.*

*Facebook® is a registered trademark of Facebook Inc.*