

FOR IMMEDIATE RELEASE

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**Rise & Ruin**

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## Open Beta Now Live! Are you Ready for a Little R&R?

Toronto-based Veil Entertainment and Spore Productions, with financial support from Telefilm Canada, launch the open beta of Rise & Ruin

*Mixing elements of trading card games, competitive fighting classics, and fantasy RPGs, Rise & Ruin brings to players' web browsers a level of 3D graphics normally reserved for console games.*

TORONTO, CANADA – (July 23, 2009) – Veil Entertainment and Spore Productions are pleased to announce the Open Beta of *Rise & Ruin*, an online, card-based, fantasy combat game ready to play through PC web browsers.

*Rise & Ruin* is an entirely new twist on the trading card game (TCG) genre. Players level up their own ideal avatar while assembling decks from an ever-growing pool of powerful attack, defense, magic, and specialty cards. Thrilling, cinematic 3D battles take place directly in a web browser allowing for fast and accessible game play.

"We're excited to get the Open Beta launched," says Geoffrey MacDougall, CEO of Veil Entertainment. "We've worked hard to build an experience that combines the best of our favourite genres to provide character-driven, fast-paced game play. The guys on our live team are also eager to start implementing the storyline and tournaments they've developed over the last several months."

"Now that we're in open beta the team can start to focus on polish, reacting to the player experience, and implementing new features," says Joe Wagner, R&R's Community Manager. "It's great to be live."

*Rise & Ruin* gives players the unrestrictive option to play for free, for as long as they wish, with opportunities to win additional cards through community events. Similar to other TCGs, players can purchase credits to acquire new cards and access additional perks and content within the game.

*Rise & Ruin* is produced through the financial support of Telefilm Canada, Administrator of The Canada New Media Fund, funded by the Department of Canadian Heritage, Government of Canada.

An actual game play trailer is available at:  
<http://riseandruin.com/media/videos/trailer>

A full press kit for *Rise & Ruin* can be found at:  
<http://www.riseandruin.com/news/press>

## **About Veil Entertainment Inc.**

Veil Entertainment is a Canadian-based games developer and consulting firm. Projects on which Veil's principals have worked include *Sulake Canada / Habbo Hotel Canada*, *Sparkplay Media / Earth Eternal*, *Corus Entertainment / GalaXeeds*, *Play ay Joe's / MLB: Play ball!* and *Ultimate Sudoku*, and *Xenophile / ReGenesis Extended Reality Project*. *Rise & Ruin* is Veil Entertainment's first independently-produced title.

## **About Spore Productions**

Spore Productions is an interactive entertainment developer specializing in web and downloadable games, advergaming, portable gaming and Flash based media. Spore was founded in 1999, in Ontario, Canada.

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