

# STAR FLEET ALERT

## 8 DECEMBER 2008

### NEXT YEAR WITH THE STAR FLEET UNIVERSE

It's been a good year; next year will be much better and very different.

### GOALS FOR 2009

**1. Communicate more effectively:** ADB, Inc., needs to do a much better job of getting the latest information and (particularly) images of new products to you on time. Would the wholesalers all take a moment to email us ([marketing@StarFleetGames.com](mailto:marketing@StarFleetGames.com)) how (size, format) and where (email address, FTP site) you want us to send cover art for new products. We have done a *horrible* job in the last ten years of getting this to you. We have, over the last year (2008) managed to get the artists trained to get us the art in time, so now it's time to do this.

**2. Get into more stores:** Our products are in 10% of American stores, and 2% of foreign stores. One effort here will be to provide wholesalers with flyers explaining our new products which you can pass to stores. Any ideas, instructions, suggestions, requirements, formats, protocols, or procedures you can share with us as to how to accomplish this will be most welcome. We will be contacting new stores and upgrading support for current stores.

**3. Expand the customer base:** We will do this (while maintaining the current level of support for *Federation Commander*, *Star Fleet Battles*, *Federation & Empire*, and *Starline 2400*) by reaching new audiences with at least six new RPG books (*PD20M Federation*, *GURPS Federation*, and four books for a new game engine not yet selected), new and simpler space games (using the game systems for *Starmada* and *Silent Death*), and other new products.

### SCHEDULE FOR 2009

**January 26th:** *Star Fleet Battles Module G3*, SKU 5423, \$27.95 ‡  
*Federation Commander Border Box #8*, SKU 4408, \$99.95 ‡  
*PD20 Federation*, SKU 8702, \$24.95 ‡

**February:** *Federation Commander Briefing #2: The Middle Years*, SKU 4022, \$19.95

**March:** *GURPS Federation*, SKU 8402, \$24.95 ‡

**May:** *Captain's Log #39*, SKU 5739, \$19.95

**Also in 2009 (provisional):** *Federation & Empire: ISC War*  
*Federation Commander: Hydran Attack, Briefing #3, Borders of Madness #1, Campaign Book*  
*Star Fleet Battles: Stellar Shadows #3, Module R12*, two more books.  
*Prime Directive*: Four books for a new game system (Core, Federation, Klingons, Romulans)  
New Game Systems: *Klingon Armada, Romulan Armada, Silent Star Fleet*.  
And more: *Leanna's Fighting Starships Volume I, Star Fleet Assault*.  
‡ Cover art available on request. These were in a *Star Fleet Alert*.

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