



You begin working at a new software startup that is promising to change the very nature of advertising on the Internet. Little did you know the zany antics of your new colleagues while they feverishly set about this industry revolution. Play *Pantology*, the game of advertising adventure and follow your dream straight into the ultimate victory- the Yahoo merger!

#### Rules of Play:

1. Up to 4 players may play *Pantology* at a time.
2. **First** – shuffle the cards!
3. Assume the identity of your favorite persona - advertiser, publisher, network or technology partner, and select the corresponding colored pawn.
4. Begin play by placing your pawn on the login box.
5. Players roll the die to determine who will begin. Highest roll goes first and play proceeds clockwise.
6. At the beginning of your turn, roll the die and move your pawn the appropriate number of places on the board.
7. When you arrive at a square, draw a card and follow the instructions.
8. Play continues until a player proceeds around the board and arrives at the Yahoo! acquisition.
  - > A player may only arrive at the Yahoo! square by exact count.

#### The cards:

- Each card contains details of some momentous event in Right Media history, past or present - read out the event and follow the instructions.
- Not every moment in the life of a startup is as fortuitous as the next, so unfortunately sometimes you may be asked to move backwards, or even lose a turn.
- If play proceeds to the point where all cards are expended, shuffle them and start over.
- If you happen to be very near the beginning and are asked to move backward, the furthest you can go back is to the login box, where you remain until forward movement is possible.
- Product Management bears no responsibility if your embarrassing moment is immortalized in *Pantology*.

#### Executive Decision Squares:

- Should your pawn land on a square that leads to a photo of one of our fearless leaders, you must follow the specific instructions.
- If you land on an executive decision square as a result of your initial dice roll, forego choosing a card, and simply follow the instructions.
- If you land on an executive decision square after choosing a card, you must still follow the executive decision.

#### The ProdMan Queue:

- Everyone has experienced being hung up in the prodman queue from time to time.
- Should your instructions be that you must spend a turn in the prodman queue, move your pawn to the queue – BUT REMEMBER YOUR PREVIOUS SQUARE – because after play continues one full round until your turn comes up again you must go back to the square occupied before receiving the instruction to move to the prodman queue, roll the dice and proceed as in normal play.

Life at a startup can be invigorating, exhilarating, and exciting, but it also has its twists and turns. As you will learn in *Pantology*, it can also border on the surreal. In the end however, for those who stick it out, the reward can be great. See you at Yahoo!!!!

Thank you and enjoy the ride.

PANT PEOPLE