



NetEase Games and Warner Bros. Interactive Entertainment Announce Closed Beta Test for *The Lord of the Rings: Rise to War*™ on Google Play

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Tolkien Fans in Australia and the Philippines Can Recruit Iconic Characters, Assemble Powerful Armies and Pursue the One Ring

GUANGZHOU, China, Jul 13, 2020 — NetEase Games and Warner Bros. Interactive Entertainment today announced that the closed beta test in Australia and the Philippines for the officially licensed mobile strategy game, *The Lord of the Rings: Rise to War*, on Google Play will start from 15th July. Tolkien fans have another opportunity to step into Middle-earth and command their own armies with their favourite characters leading the charge.

In *The Lord of the Rings: Rise to War*, players will take on the role of a leader and build their armies for conquest, strategically expand their territory and form new alliances in pursuit of the One Ring. The game also features iconic characters who offer unique skills in battle, including Aragorn and Elrond, among other beloved characters.

Key to *The Lord of the Rings: Rise to War* is the formation of Fellowships, which encourages social interaction and teamwork. Players can build a small group of allies for a perfectly coordinated and executed attack or defense, but as stakes become higher and territories are won, it will be crucial to band together into a larger network of alliances. Where there are Fellowships there are also enemies; players will have to face and defeat fierce forces to ensure their dominance doesn't come to a premature end.

The closed beta test on Google Play will run from 15th July and will last about 3 weeks. *The Lord of the Rings: Rise to War* is scheduled for a 2020 release.

To stay up to date on *The Lord of the Rings: Rise to War*, please visit the official website at **【www.lotrisetowar.com】** and sign up to receive the latest information.

About NetEase Games

NetEase Games is the online games division of NetEase, Inc. (NASDAQ: NTES; HKEX: 9999), developing and operating some of the most popular PC-client and mobile games in markets including China and Japan. As one of the world's largest incubators of quality online game content, NetEase Games is dedicated to supporting the growth of innovative studios around the globe and growing an international presence along the way. To complement its self-developed games and world-class R&D capabilities, NetEase Games also partners with other industry leaders including Blizzard Entertainment, Mojang AB (a Microsoft subsidiary) and other global game developers to operate some of the most popular international online games in China. For more information, please visit neteasegames.com.

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About Warner Bros. Interactive Entertainment

Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment, Inc., is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all platforms, including console, handheld, mobile and PC-based gaming for both internal and third-party game titles.

About Middle-earth Enterprises

Inspired by a deep appreciation for the fictional world created by J.R.R. Tolkien, Middle-earth Enterprises is dedicated to working with businesses providing quality products in accordance with best green business and sustainability practices, including fair trade, equality in the workplace, and a commitment to protect our earth, its wondrous beauty and the viability of every living creature. The Saul Zaentz Company dba Middle-earth Enterprises, has been producing and licensing films, merchandise and stage productions based on *The Lord of the Rings* and *The Hobbit* for more than 40 years. With headquarters located in Berkeley, California, its website may be found at www.middleearth.com.

Contact for Media

NetEase, Inc.

Li Ruohan

Tel: (+86) 571-8985-2668

globalpr@service.netease.com

NetEase Games PR

Zhou Zhaoxi

Tel: (+86) 20-85105163 ext.57169

neteasegamespr@service.netease.com

The video game entitled THE LORD OF THE RINGS: RISE TO WAR is developed and published by NetEase Interactive Entertainment Pte. Ltd/ NetEase (Hangzhou) Network Co. Ltd. / Hong Kong NetEase Interactive Entertainment Limited ("NetEase").

THE LORD OF THE RINGS: RISE TO WAR video game software ©NetEase

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