

The Lord of the Rings: Rise to War™ Now Available for Closed Beta Test in Australia, Canada and the Philippines

December 9, 2020



GUANGZHOU, China, Dec 9, 2020 — NetEase Games today announced the start of a closed beta test in Australia, Canada and the Philippines for *The Lord of the Rings: Rise to War*, an officially licensed mobile strategy game based on the iconic trilogy of books by J.R.R. Tolkien and film adaptations directed by Peter Jackson. Fans have an opportunity to step into Middle-earth and command their own armies with their favourite characters leading the charge.



Designed as a Geo-strategic Seasonal Wargame for mobile devices, *The Lord of the Rings: Rise to War* emphasizes the creation of tactics and strategies in simulated warfare, allowing fans to experience the look and feel of Peter Jackson's OSCAR®-winning theatrical adaptations of the enduringly popular masterpiece – complete with familiar characters and environments players know and love.



As a Lord or Lady of Middle-earth, players can step into an expansive world and take control by developing their settlement, expanding their territory and founding their own Fellowship. The game offers a vast battlefield based on a faithful rendition of Middle-earth, consisting of millions of tiles that recreate the terrains and waters. All strategies will be influenced by the player's geographic position in the game.



To begin the adventure and conquest of Middle-earth, players will first forge their own unique Ring of Power to aid their pursuit of the One Ring. Players will be able to cast it as they wish, from its shape and material, to the gemstone where the power lies. Throughout the war, players must grow their power by recruiting forces, expanding territories, collecting resources and repelling enemies. In both conquest and defeat, players will gain the bravery and experience to get through any challenge.



The closed beta test will run from December 9 until mid-January. To stay up-to-date with the latest development, please visit the official website at www.lotr-risetowar.com or follow the game on the official [Facebook Page](#).



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.

Follow Us on Social Media:

Facebook: <https://facebook.com/NetEaseOfficial>

Twitter - NetEase Games: <https://twitter.com/NetEaseOfficial>

Twitter - NetEase Inc. : https://twitter.com/NetEase_Global

Official Website: <https://www.neteasegames.com/>

About Warner Bros. Interactive Entertainment

Warner Bros. Interactive Entertainment 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

neteasgamespr@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

All The Lord of the Rings film content © 2020 New Line Productions, Inc.

All The Lord of the Rings content other than content from the New Line films © 2020 The Saul Zaentz Company d/b/a Middle-earth Enterprises ("SZC").

THE LORD OF THE RINGS, and the names of the characters, items, events and places therein are trademarks of SZC under license to WB GAMES INC.



