

RETAILER

DIRECT

Welcome!

At long last, you hold in your hands an array of information never before available. This is *Retailer Direct*, the first step of a long-awaited communications link between you, the Wizards of the Coast product retailer, and Wizards of the Coast itself. Here you'll find new product information, sales statistics, tips for game play to pass on to your customers, and much more each month.

This pilot issue of *Retailer Direct* also inaugurates several projects geared toward making 1995 Wizards of the Coast's "Year of the Retailer." While historically much of our product distribution has been based on giving you what was available from our limited stock, we want 1995 to see the building of solid feedback channels that can help us plan for your supply needs.

We hope that you'll take a few minutes to read this newsletter and let us know what you think of it. As we all are aware, the beginning of the year generally sees the slowest months for retail, and we're hopeful that you'll find *Retailer Direct* gives you solid, official data for planning your year. And features such as the *Fallen Empires*™ FAQ inside may reinforce your relations with gaming customers.

Our entire company has committed to supporting Wizards of the Coast products by providing the best customer service in the gaming industry, not just for players, but for retailers and distributors as well; we want you to be an active part of that effort as we launch a number of projects designed to promote game play. We'll keep you informed each month with this newsletter, and with our new toll-free phone number for retailer support. Enjoy!

From the President ...

First of all, I want to thank you all for carrying Wizards of the Coast's product lines. I hope you feel, as I do, that our products are among the best and most innovative games on the market today; we owe a large portion of our success to the many stores of all varieties that have provided these games to a very eager public.

I have heard some concern voiced that *Fallen Empires*™ isn't selling through as fast as previous *Magic: The Gathering*™ expansions have done... Makes kind of an interesting change from not having anywhere near enough product, though, doesn't it? Well, we finally gave distributors all the product they asked for, and sure, there are plenty of cards available this time around. But while that may lower the perceived value of the cards to collectors, players are finding out just how powerful these new cards are. Take a look at the *Fallen Empires* Frequently Asked Questions piece on page 6 for some examples of card use.

We feel strongly that all of our products will sell through, and we'd like to help you promote them; you'll be pleased to hear about the promotional materials we're creating for our *Deckmaster*™ line as part of our 1995 marketing strategy. An adaptable "point of purchase" display enhancement is being readied for your use, giving you a more substantial, consistent presentation for sales of *Deckmaster* products; the kickoff edition showcases *Fallen Empires* but allows you to always feature the latest expansion or product, flanked by other available products.

Then there's the long-awaited "Magic: The Gathering available here" posters, one of which is enclosed in the packet accompanying this newsletter. New promotional posters will be available throughout 1995.

We will be shipping your distributor a supply of full-color, brochures on *Fallen Empires*. These should reach you by late February or early March. Contact your distributor to arrange specific orders of this; it'll be a huge hit with your players!

Finally, we will at last be making basic game-related merchandise available, such as counters, score pads, and card storage supplies. Some of this new merchandise will appear first in a Frequent Buyer Program we hope to initiate for players this spring, which allows you to preview them and discover the popularity of each item among your customers. But most of these products will be made available for purchase later in the year.

Sound good so far? Let us know! You'll find a bunch of contact information here too, and believe me one of our most fervent goals is to listen to our customers. Wishing you a satisfyingly prosperous new year,



Peter Adkison

Peter Adkison,
President & Janitor,
Wizards of the Coast

FOR RETAILER SUPPORT CALL 1-800-821-8028

HOT PRODUCTS

This winter was very good for sales of Wizards of the Coast products, as many of you know. But here are some aspects of that success that you may not know:

Arena, the first *Magic: The Gathering* novel, became available in November of 1994 and topped B. Dalton's list for game-related fiction sales for two months straight. The novel, written by best-selling science fiction/fantasy author William R. Forstchen, also hit #32 on B. Dalton's overall list several weeks ago—the only fantasy/SF/horror title that reached higher that week was a Stephen King novel. The initial printing of 160,000 copies has already been shipped, and an additional 15,000 copies have had to be printed—providing a marvelous introductory platform for Clayton Emery's trilogy which begins with *Whispering Woods*, available as of December.

Then there's *RoboRally*, which has already sold out on its initial print run of 10,000 units. This game proved immensely popular at the international game fair at Essen late last year, despite the fact that the game has not yet been approved for distribution within the European Community; a reprint of the game incorporating plastic figurines will meet EC standards this year, hopefully by summer.

As you can see, we're looking forward to continuation of these successes by continuing to expand from the opportunities provided by *Magic: The Gathering's* popularity. Keep us up-to-date on what your customers want, and what they're asking for most, and we'll try to provide you with the products that keep them coming in.



A land of adventure and mystery,
of falling empires and rising nations,
where the creatures of legend and myth exist
side by side with historical figures and places.

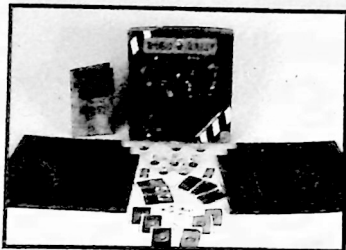
This is the land of Mythic Europe™, the setting for *Ars Magica*™, a fantasy roleplaying game unlike any other.

In this game, players play characters who adventure throughout this rich game setting. They may create a Grog, a servant of the Covenant who is well-paid for his or her services and leads a life far more exciting than that of the common folk. They may play a Companion, a respected friend of the Covenant who uses professional talents or skills with weapons for a share of the glory and the reward. Or they may be a Magus, a wizard of incredible power, a leader of the Covenant, a member of the legendary Order of Hermes. They may even choose any combination of the three! *Ars Magica's*™ style of Troupe Play™ encourages players to explore the complete roleplaying experience by having a variety of characters ready to play, whenever appropriate. So whatever the players choose—be it steadfast Grog, talented Companion, or spellcasting Magus—*Ars Magica* is a game that offers perilous encounters, intriguing mysteries, powerful enemies, and high adventure for all.

Flexible combat rules, unique and interesting magic, and a rich setting make *Ars Magica* an exceptional game to play. The character generation system allows you to customize a character from the moment you start creating it, with strengths and weaknesses fully described and frequently used in game play. The magic system is the most flexible and complete of any fantasy roleplaying game, letting players create spells "on the spot" during their adventures, in addition to creating unique standard spells and artifacts. It also has a system for magical duels between the wizards of the Order of Hermes. The rich detail of Mythic Europe is yours to revel in, with history and myth blending to bring adventures to life in a world we all recall from the stories of legend.

Ars Magica, winner of the Gamer's Choice Award for Best Fantasy Roleplaying Game of 1988, was originally published by Lion Rampant in 1987. After Lion Rampant merged with White Wolf, a third edition was published in 1991. Wizards of the Coast acquired the rights to the game in 1994, and we have exciting plans for the entire product line this year. The game is fully supported by a wide variety of supplements that will appeal to virtually any player, old or new.

We have just released our first product for the line, *Lion of the North: The Loch Leglean Tribunal*™, which details adventure ideas and background information for adventures in Mythic Scotland™. We are very pleased to have Jonathan Tweet, one of the original designers of *Ars Magica* from its days at Lion Rampant, working with Wizards of the Coast on this wonderful game. Along with our creative research and development staff, we intend to open your eyes and entertain you in a land that might have been.



Joining Forces to Create Comics

Wizards of the Coast, Inc., and Acclaim® Comics are teaming up to create comic books based on the popular trading card game **Magic: The Gathering™**. Beginning in March 1995, Acclaim will release at least two comic book mini-series under Acclaim's new imprint, Armada.

The first series is titled **Magic: The Gathering—The Shadow Mage™**. It tells the story of a young boy who is rescued during a battle and raised to avenge his father's death. The second series is **Ice Age On the World of Magic: The Gathering™**. As the title indicates, the series takes place in a fantasy world largely covered by snow and ice. Acclaim is working closely with Wizards of the Coast to maintain the flavor of the card game in both series.

Wizards of the Coast is expanding into comic books so players can learn more about the stories behind the **Magic** cards. The crossover between the **Magic** and comics markets is another reason the company is moving into comic books.



Revamping the Game

"A lot of people see **Jyhad™** in stores, but they don't know what it is," says Matt Burke, the game's Project Coordinator at Wizards of the Coast. They don't understand what the name, **Jyhad**, has to do with vampires."

Wizards of the Coast, Inc., is pleased to announce it is renaming its **Jyhad Deckmaster™** game. We have signed a contract with White Wolf, Inc., to change the game's title to **Vampire: The Eternal Struggle™** in order to provide better instant recognition for this intense game of high cunning and low guile.

VAMPIRE™

THE ETERNAL STRUGGLE

The game, based on White Wolf's storytelling line **Vampire: The Masquerade™**, will debut under the new title in the summer of 1995 with adjustments to its rules. "We've rewritten and simplified the instructions, as well as added new rules to cut down on playing time," says Burke. The rules changes will appear in instructions that accompany each starter deck and also in a new pocket player's guide, **Darkness Unveiled™**. The guide will be released in August, 1995. Despite the changes, **Vampire: The Eternal Struggle** cards will be 100% playable with **Jyhad** cards. The game will also keep the green marble look and **Jyhad** snake symbol.

Those players who can't wait until summer to see the game's new look only have to hang on until spring. That's when a **Vampire: The Eternal Struggle** promotional and sellable poster will arrive in stores. Renowned vampire artist John Bolton will do the work featured in the banner. A **Vampire** expansion set is scheduled to be released in late summer, 1995.



Frequently Asked Questions

1 Why are the shipments of *Magic* expansions (like *Fallen Empires™*) broken into several shipments instead of sent all at once?

Magic expansions are sent in several shipments because of several factors, the primary one being the enormous size of the print runs. Starting with *The Dark™*, it became physically impossible to ship an entire expansion at once. For example, if we had shipped *Fallen Empires* all at once, you would not have received it until February 1995. See what we mean? By breaking shipments down, we could send merchandise fresh off the Carta Mundi presses in Belgium, and you were probably able to get *Fallen Empires* in your store in November.

Another reason for breaking shipments down is due to storage of the product. If we waited for an entire printing to be completed, Wizards of the Coast would have to pay a considerable bill for storage of the first portions of the product while the printings are completed. We'd have to look for ways to cover this added cost, and, most likely, the cost of the boosters would increase. Remember that the small sizes of *Arabian Nights™*, *Antiquities™*, and *Legends™* allowed us to ship each expansion all at once. More recent expansions have had much larger print runs.

2 Why does Wizards of the Coast print their *Deckmaster™* cards in Belgium? Why not find a printer in the United States? Wouldn't that cut down on both release wait and cost?

Wizards of the Coast is driven by one major goal—quality. On the surface, it might seem that keeping the complete production

of Wizards of the Coast *Deckmaster* products in the United States would decrease the time and cost. But in our opinion, Carta Mundi is the very best at printing cards to our specifications of quality. That's why we've used them from the very first *Magic* release. Yes, it can be a hassle for us to print cards abroad, but the costs are worth the assurance that we're releasing the best possible product possible.

We are working on methods for simplifying the process for the future, but for now, we are very satisfied with the service Carta Mundi gives us. Bear in mind, too, that only our *Deckmaster* products are printed this way; our roleplaying products are printed here in the States.

3 What will be the main differences in releasing and shipping *Ice Age™* and other core games as opposed to expansions?

Deckmaster releases are relatively limited releases in order to ensure collectability; this means that eventually, we will print no more of a certain release. However, there is variation among *Deckmaster* products. Some releases, like Revised *Magic* and *Ice Age*, are CORE GAMES, which are printed and released continually over a certain period of time. *Ice Age*, for example, will be printed for a year's time, during which you may order as much of it as you need from your distributor. You won't have to speculate too much about how much you'll need over the period of the run; if you are close to running out, you simply order more.

Expansions, like *Legends* and *Fallen Empires*, on the other hand, are one-time print runs. You try to anticipate the demand for the product and make pre-orders with your distributor. You usually only get one

chance to order expansions because they're limited releases. We occasionally release cards from these expansions in revised core sets (usually changing the cards' borders to white). This is great for the players because they can get cards they want. Collectors like it because the value of their cards does not diminish. We like it because it makes almost everyone happy.

4 My customers complain that they sometimes don't get rare cards in their purchases. What is Wizards of the Coast's policy concerning the rarity of the *Deckmaster* cards?

The policy is simple: Wizards of the Coast does not guarantee the rarity of any *Deckmaster* booster or deck, and we will not replace cards because of rarity issues. The reasoning behind this is as follows. First, many people assume that every booster contains the same types of cards. They have come to expect a certain distribution of cards in decks and boosters based on unofficial or official card lists they have. The sorting methods Carta Mundi uses are very complex. It is impossible to guarantee what the exact sorting of the cards in a booster or deck will be. Furthermore, unofficial lists pulled off of sources like the Internet are just that: unofficial. Official lists are released in *The Duelist™* magazine.

Second, once a booster is opened, it is impossible for us to tell exactly what was in the booster. Believe it or not, there are people in the world who practice unsavory methods of acquiring cards. For that reason, we cannot ensure the contents of boosters or decks once they have been opened. Wizards of the Coast will gladly replace defective product, but we will not replace product assumed bad because of sorting.



5 Do my customers just send the merchandise back to you if it is defective? What exactly is "defective" merchandise?

A defective product is a booster or deck that has damaged or miscut cards in it, or product that is shorted in number. We guarantee that you will receive the number of cards listed on a Deckmaster product and that they will be in sellable condition. If these criteria are not met, Wizards of the Coast will gladly replace it.

Ideally, a customer who purchases product from your retail store and finds it defective returns it to you for a full refund. The store, in turn, returns the product to the distributor from whom it was purchased. And finally, the distributor returns it to the manufacturer. This process has worked well in the past.

However, this process may not work for you (you may not accept returns, for example), and we're not in a position to tell you how to run your business. Wizards of the Coast will replace defective product from a customer if the entire booster(s) or deck(s) are sent directly to us. However, we prefer to see the chain of product distribution work both ways, as described; it simplifies our jobs so that we can focus our energies on creating the best products possible.

In general, the Merchant Relations Team is dedicated to helping you out on any front. Call us at Wizards of the Coast—there is a representative assigned specifically to the particular region of the country you are calling from, and they are here to help you. Take advantage of it!

Wizards of the Coast's CUSTOMER SERVICE

For retail questions, call 1-800-821-8028

For game play rules questions, call 206-624-0933
(or send by e-mail to questions@wizards.com)

For tournament sanctioning, call Corey Smith at 206-226-6500

For info on Wizards' Co-Op program, call 206-226-6500, ext. 1666

Questions can also be faxed to us at 206-226-3182
(or sent by e-mail to custserv@wizards.com)



Current Products

DECKMASTER PRODUCTS

Magic: The Gathering—Revised Edition™

AVAILABLE IN 60-CARD STARTER DECKS
AND 15-CARD BOOSTER PACKS

Magic: The Gathering—Fallen Empires

AVAILABLE IN 8-CARD BOOSTER PACKS

Magic: The Gathering Gift Box

Jyhad

AVAILABLE IN 76-CARD STARTER DECKS
AND 19-CARD BOOSTER PACKS

ROLEPLAYING GAMES

The Primal Order™

REPRINT, A ROLEPLAYING SUPPLEMENT
Three other Primal Order supplements also available

Sub-Men Rising™

A SUPPLEMENT FOR THE
TALISANTA GAME WORLD

Ars Magica 3rd edition

A ROLEPLAYING GAME

Lion of the North: The Loch Leglean Tribunal™

WIZARDS OF THE COAST'S FIRST NEW
ARS MAGICA RELEASE

Other Ars Magica supplements also available

SLA Industries™

A ROLEPLAYING GAME

Karma™

A ROLEPLAYING SOURCEBOOK FOR
SLA INDUSTRIES

MERCHANDISING

Magic: The Gathering 1995 Calendar

Battle Scene Poster

FEATURING ORIGINAL ART BY
ANSON MADDOCKS AND MARK TEDIN

Jyhad Poster

T-shirts

Lapel Pins

TABLE GAMES

RoboRally

first edition sold out; next edition
available summer 1995

MAGIC: THE GATHERING NOVELS

Arena, by William R. Forstchen

Whispering Woods, by Clayton Emery

PERIODICALS

The Duelist™ #4

WIZARDS OF THE COAST'S OFFICIAL
DECKMASTER MAGAZINE
Duelist available in mid-February

COMING SOON

Vampire: The Eternal Struggle

A DECKMASTER GAME
Available summer 1995

Vampire: The Eternal Struggle:

DARKNESS UNVEILED™ POCKET PLAYERS GUIDE
Available summer 1995

Shattered Chains

BOOK TWO IN CLAYTON EMERY'S MAGIC TRILOGY
Available February 1995

The Great Dalmati™

AN INTERACTIVE CARD GAME
Available February 1995

Magic: The Gathering—Ice Age™

Available early summer 1995

GM's Screen for use with SLA Industries

Available late February 1995

Mort Sourcebook

A SLA INDUSTRIES SUPPLEMENT
Available April 1995

Family Snapshot

A SLA INDUSTRIES SUPPLEMENT
Available May 1995

Duelist #5

Covenants

AN ARS MAGICA SUPPLEMENT

Tapestries

AN ANTHOLOGY OF MAGIC SHORT FICTION

New T-shirts, posters, card binders,
life counters, deck boxes...

1 Q: If I attack with my *Craw Wurm* enchanted with *Farrel's Mantle*, and my opponent uses *Spore Flower*, does *Farrel's Mantle* still deal damage?

A: If an attacker enchanted by *Farrel's Mantle* attacks and is not blocked, you may opt to use the *Mantle* even if another effect, such as *Fog* or *Spore Flower*, has already been used to stop the *Craw Wurm* from dealing damage. It doesn't matter whether or not the attacker would have dealt damage without using the *Mantle*. Remember that if the attacker is blocked it cannot use the *Mantle*.

Also keep in mind that the effect of the *Mantle* is not cumulative: *Farrel's Mantle* imparts a special ability that cannot be enhanced by multiple copies of the enchantment. In other words, a creature enchanted with two *Farrel's Mantles* can still deal only $X+2$ damage (just as two *Fears* don't make a creature more unblockable by non-black creatures).

2 Q: How much damage can I do if I use *Farrel's Mantle* on *Farrel's Zealot*?

A: If you put *Farrel's Mantle* on *Farrel's Zealot*, and the *Zealot* attacks and is unblocked, the *Zealot* deals 3 damage to a target creature, plus $X+2$ damage to a target creature. The *Zealot* can target the same creature or different creatures with the two abilities.

3 Q: If I cast *Goblin Grenade* and then *Fork it*, do I have to sacrifice another *Goblin* to make the copy of the spell work?

A: No. If you *Fork* a spell requiring a sacrifice, you are not required to pay the sacrifice again.

4 Q: If there is a *Goblin War Drums* out and I only have one blocking creature, can I still block with it?

A: No. When *Goblin War Drums* is in play, you have to block with two creatures if you're going to block at all. If you have only one creature available to block with, you cannot use it to block.

5 Q: Can the *Goblin* tokens created by *Goblin Warrens* be used with the *Goblin Warrens* enchantment to make more *Goblins*?

A: Yes. The *Goblin* tokens are considered to be *Goblins*.

6 Q: Must the storage lands (*Dwarven Hold*, etc.) start the untap phase tapped and remain tapped to gain a counter?

A: Yes.

7 Q: Can I get extra blue mana from my *Blue Mana Battery* if I cast *High Tide*?

A: No. Only lands that count as islands are affected by *High Tide*. This spell will not affect *Max Sapphires*, *Blue Mana Batteries*, or *Sand Silos*, for example.

8 Q: With *Homarid Spawning Bed*, how many *Camarids* can I put into play if I sacrifice a creature with X in the casting cost?

A: If you sacrifice a creature to the *Spawning Bed* that has an x in the casting cost, the x is considered to be 0 for the purposes of this spell. So the sacrifice of *Frankenstein's Monster*, for example, which costs $xxobob$ to cast, would produce two *Camarid* tokens.

Fallen Empires

FAQ

FREQUENTLY ASKED QUESTIONS

Courtesy of our Customer Service Team

9 Q: If I have *Night Soil* in play, can I sacrifice one creature from my graveyard and one creature from my opponent's graveyard?

A: No. You must take the two creatures from a single graveyard.

10 Q: Does my opponent take control of *Rainbow Vale* at the end of my turn even if I didn't tap it for mana that turn?

A: No. *Rainbow Vale* only changes hands if you tap it for mana. If it is tapped for other reasons (because of an *Icy Manipulator*, for example), or if it started the turn tapped and remained tapped throughout, then it does not change controllers.

11 Q: Can a *Thrull Champion* steal another *Thrull Champion*?

A: Yes. The *Thrull Champion* says "Summon *Thrull*" and therefore can be legally stolen by another *Thrull Champion*.

12 Q: Can my *Thrull Champion* control more than one *Thrull* at a time?

A: Yes. The *Thrull Champion* does not lose control of *Thrulls* when it untaps, so it may be tapped again to take control of other *Thrulls*.

13 Q: Can the *Stylunite Priest's* special ability be used to prevent a creature from being sacrificed to a *Lord of the Pit*?

A: No. The *Stylunite Priest's* special ability ("Target creature may not be the target of spells or effects until end of turn.") cannot prevent this sacrifice because a sacrifice does not target the creature.

14 Q: Do effects from *Homarid Warriors*, *Deep Spawns*, or *Stylunite Priests* cause enchantments on these creatures to be destroyed?

A: No. The special abilities of these creatures prevent them from being targeted by "spells and effects." Enchantments, like other permanents, are only spells while they are being cast. Any enchantments on the creature already in play are permanents and thus are not destroyed when these special abilities are used.

15 Q: If my opponent has *Heroism*, and I spend 2 to cause my attacking creature to deal damage as normal, does this also prevent the *Maze of Ith* from affecting my creature?

A: No. *Heroism* only allows the attacker to spend mana to avoid the effects of *Heroism*. Other "do not deal damage" effects, such as the *Maze of Ith*, cannot be circumvented by paying this cost.

16 Q: If I have a *Homarid* with a *Merseine* counter on it, do I have to spend 2 to remove the *Merseine* counter?

A: No. The cost to remove the *Merseine* counter is the number of mana equal to the casting cost of the creature. In this case, you would have to spend three mana of any color to remove the counter.

17 Q: Does the controller of the *Mindstab Thrull* choose which cards the other player has to discard?

A: No. The player forced to discard by *Mindstab Thrull* chooses which cards to discard.

18 Q: Does my *Library of Leng* affect my discarded card caused by *Ring of Renewal*?

A: Yes. If *Library of Leng* is in play, the card discarded because of *Ring of Renewal* may be placed on the top of your library.

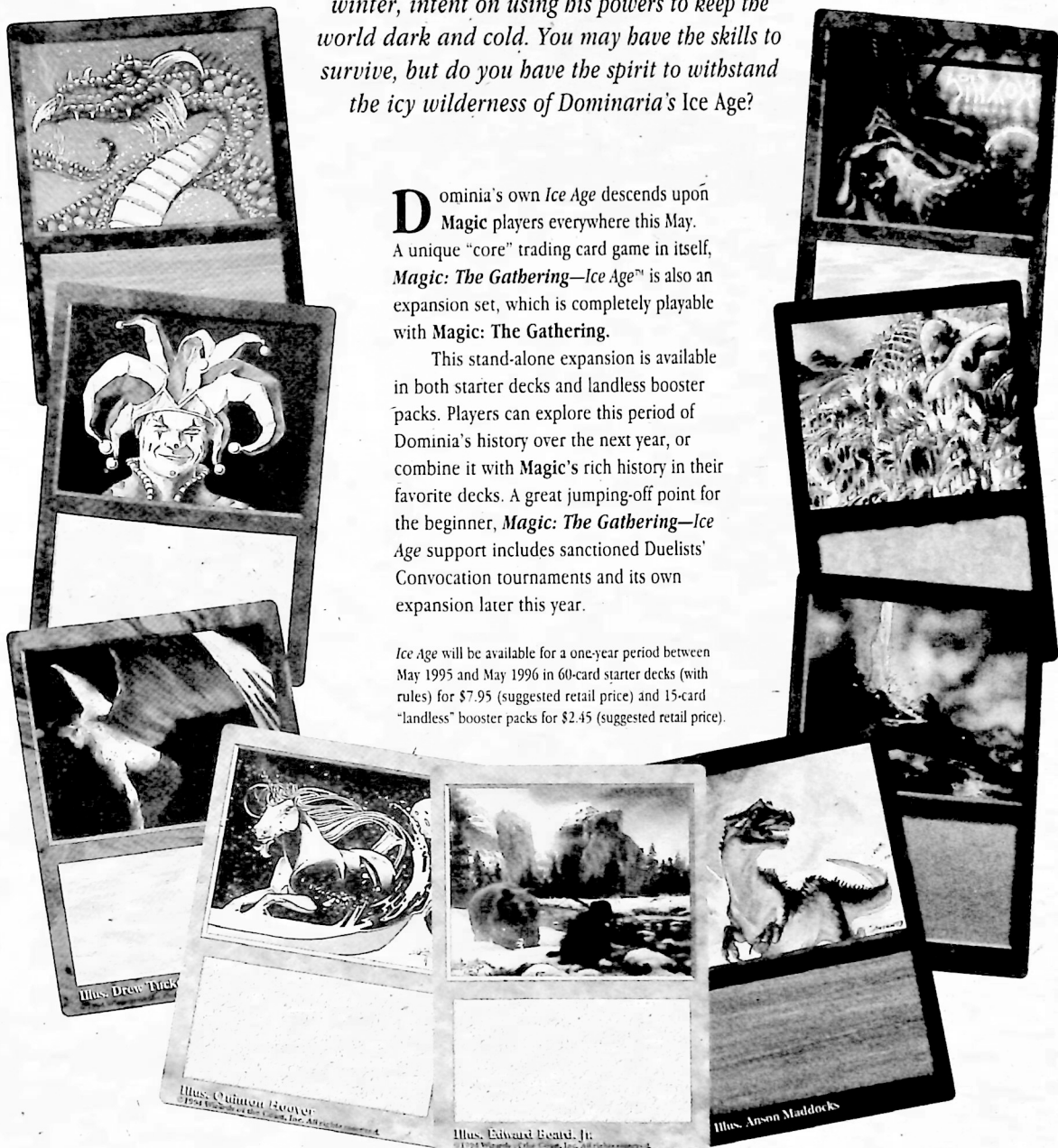
ICE AGE™

It has been many centuries since the war between Urza and Mishra. The battered landscape has become a frozen desert, and the creatures of the world of Dominaria struggle for survival. One society has risen out of the cold chaos, defending itself against both the brutal forces of nature and the attacks of nomadic tribes that have emerged in the surrounding wastelands. And through it all, a twisted necromancer flourishes in the deep winter, intent on using his powers to keep the world dark and cold. You may have the skills to survive, but do you have the spirit to withstand the icy wilderness of Dominaria's Ice Age?

Dominia's own *Ice Age* descends upon Magic players everywhere this May. A unique "core" trading card game in itself, *Magic: The Gathering—Ice Age™* is also an expansion set, which is completely playable with *Magic: The Gathering*.

This stand-alone expansion is available in both starter decks and landless booster packs. Players can explore this period of Dominia's history over the next year, or combine it with Magic's rich history in their favorite decks. A great jumping-off point for the beginner, *Magic: The Gathering—Ice Age* support includes sanctioned Duelists' Convocation tournaments and its own expansion later this year.

Ice Age will be available for a one-year period between May 1995 and May 1996 in 60-card starter decks (with rules) for \$7.95 (suggested retail price) and 15-card "landless" booster packs for \$2.45 (suggested retail price).



Settling In

This winter, with internal growth in proportion to our products' popularity, it became apparent that more space was needed for our staff. During the winter holiday season, Wizards of the Coast made its move: we have now expanded into two more buildings in the Evergreen Office Park, west of downtown Renton.

While some of our customers may have noticed a slight interruption of services, the move itself went amazingly smoothly, thanks to our top-notch Operations staff. Our goal with this move is to provide our customers at all levels with the best possible customer service, and, in fact, to redefine the concept of customer service in the gaming industry. With better physical accommodation, we hope to serve you and your customers better.

Talk to Us

To better provide you with the kind of product supply and support you want, we need to hear from you. Every few months we poll our known retailers for feedback on our performance, asking questions about product quantity, quality of customer service support, and overall impressions of Wizards of the Coast.

If you've never had opportunity to participate in these surveys, we'd love to hear from you. You are our lifeline, our link to the end customers—and as well as our products have sold, we've had relatively few opportunities to hear your opinions about who our customers actually are.

Now here's your chance: a special toll-free phone line has been established for retailer feedback and support. As a retailer of Wizards of the Coast products, if you have questions, comments, or concerns, please give us a call and tell us! We really do want to hear from you. Just tell us your store's name and address and we'll include you in all future surveys.

Input from surveys is critical to our product development, to our marketing, to all forms of our customer service. Take a moment to call us at 1-800-821-8028. This number is for retailer support only, so please don't distribute it to your customers, for whom we have specific game-play-oriented customer service personnel. This number is yours, and we encourage you to use it.



As part of Wizard's expansion, two backlit neon signs of their new logo have been added to their new buildings.

Fabulous Prizes

Your store could win an in-store appearance by Richard Garfield, creator of Magic: The Gathering!

In the packet that accompanies this newsletter, you'll find an entry form for a retailer sweepstakes. Wizards of the Coast is giving away more than sixty prizes in this sweepstakes, including Magic: The Gathering poker decks, Legends™ and Antiquities™ display boxes, Magic: The Gathering International Collectors' Edition, Beta booster packs, and Alpha starter decks. The grand prize is an in-store appearance by Richard Garfield, Wizards of the Coast president Peter Adkison, and a Magic: The Gathering artist!

The enclosed postage-paid card must be filled out and sent back by February 28, 1995, for your store to be eligible, and must include your tax identification number. See the card itself for more details. Your reply card will also be your ticket for a new full-color catalog of Wizards of the Coast's products, which is being readied for printing as this newsletter goes to press. We hope to send you this catalog with next month's issue, possibly including some additional materials as a bonus.

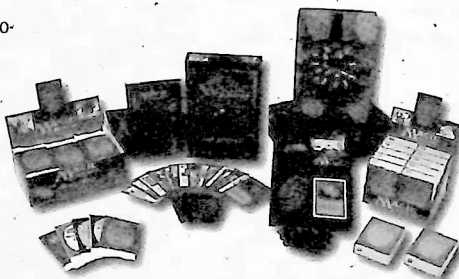
Magic's Holiday Shortage

Demand this fall for Magic: The Gathering continued to exceed Wizards of the Coast's expectations. A shortage of supply of booster packs was announced in October and was followed by a stampede of orders for basic starter decks. Although white-bordered cards continually shipped through the holiday season, rampant rumors persisted that this printing had been discontinued. Fallen Empires packaging hampered our ability to produce more boosters. Improved availability is expected in January of 1995.

FIVE PRODUCTS YOU WON'T SEE WIZARDS OF THE COAST ENDORSE

1. Plush Thallids
2. Ice Age "snowscapes"
3. Gummy mana symbols
4. Jyhad night lights
5. Miniature golf course of Dominia

(to be continued next month)



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