

RETAILER

Wizards
OF THE COAST

DIRECT

Gonna Be Hot In Philly

Imagine 10,000 gamers attending 1200 events and visiting 250 exhibitors' booths.

Now add some numbers to that.

This July marks the 20th anniversary of Origins™, the grandest gaming convention in the world, and Wizards of the Coast will be there in full force! From the 13th of July to the 16th, Philadelphia will be under siege from an intense range of gamers, some attending the convention to see what's going on in the world of gaming, some more intent on the challenge of the numerous tournaments held there.

Origins is the international game expo and fair of the Game Manufacturers Association (GAMA). It is specifically "consumer-oriented," focusing on giving game publishers and players a forum to meet and exchange information. This year, the sheer scope of the convention is staggering: in four days, gamers and industry representatives alike will have the opportunity to look over and try products, participate in demonstrations of games, meet notable guests of honor, attend a show and auction of art by

prominent gaming industry artists, and, in the remaining 10 minutes, visit historic Philadelphia. And, of course, there are the tournaments, the most spectacular of which will be, unquestionably, the **Magic: The Gathering™** National Championships. The Nationals are scheduled to involve eight qualifying rounds pitting 128 duelists against each other. The third day of Origins will see the 64 resulting players battling it out for the chance to play in the closing day's Grand Championship match; all matches will of course be overseen by our Duelists' Convocation Team, which sets and upholds Wizards' tournament guidelines.

What does all of this mean to you, as a retailer? Just this: brace yourself for more publicity for Wizards of the Coast and our products. Between the vital power of word of mouth and the sudden effectiveness of national media exposure, our place in the world of games will be ascending another level this summer.

At Origins, the guests of honor include Wizards of the Coast's own Jonathan Tweet, creator of **Ars Magica™** and our new **EVERWAY™**, and Richard Garfield, creator of our **Deckmaster™** products **Magic: The Gathering** and **Vampire: The Eternal Struggle™** as well as our card game **The Great Dalmuti™** and board game **RoboRally™**. For more information on the events and schedules of Origins '95, call the Andon Unlimited Team at 1-800-529-EXPO (3976).

So Philadelphia will see **Magic** players in a gathering of amazing scope, all part of the larger celebration of gaming which is Origins. ♦

News From Our Marketing Team

Casey Brebberman, Director of Marketing, is pleased to announce that our new quarterly retailer promo packets now have been named "**The Missing Link** quarterly retailer update." While we're composing these materials based on what we believe you want and need to effectively promote our products and increase your sales, we would greatly appreciate feedback: let us know what you'd like to see, what could be included or improved, and how well they work for you.

Brebberman also says that our co-op advertising program now has been revisited and finalized. The program, which underwent revision earlier this year, has been modified to adapt more to the needs of our retailers.

Our co-op process requires that distributors and retailers work together dynamically through a system of "credits" which are applied to accounts rather than direct monetary reimbursement for advertisements.

For full details of these policies, look for the July issue of *Retailer Direct* (#6). ☞

REMINDER

Retailer Direct is now mailed directly to retailers. If you wish to continue to receive this newsletter, please call our toll-free number and let us know your name and address. We hope to hear from you soon!

CUSTOMER SERVICE

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

For gameplay rules questions, call 1-206-624-0933 (or send by e-mail to questions@wizards.com)

For tournament sanctioning, call 1-206-226-6500

For info on Wizards' Co-Op program, call 1-800-821-8028

Questions can also be faxed to us at 1-206-226-3182 (or sent by e-mail to custserv@wizards.com)

For info on Demo Tours, call 1-206-226-6500, xt. 1917

FOR RETAILER SUPPORT CALL 1-800-821-8028

The Scoop On Fourth Edition

When we released *Magic: The Gathering—Fourth Edition™*, we thought all of our players would be patient and wait until issue #5 of *The Duelist* magazine came out to get the card list and read about why particular cards were dropped or added.

Obviously, we were wrong.

Duelist #5 contains an article by Jim Lin titled “A Guide to *Fourth Edition™*,” which includes a list of cards that were removed (and why) and cards that were added. It also notes all changes to card text. While we can't print that article here, we can give you more information.

Why do you do rotations?

Originally, according to Jim, “we assumed that a card couldn't break the game if it was rare because no one would be able to get too many.” I'm sure everyone out there knows how wrong that turned out to be and how easy it is for a powerful rare card to wreck play. Also, playtesting wasn't as thorough back then as it is now.

Rotations let us remove cards that break the game. Some cards are too weak; some are too powerful. Some become so much more valuable than similar cards that deck-building starts to become a cookie-cutter process. In addition, rotations let us add cards to make play more interesting.

Efforts continue to improve the playing environment. As Jim says, “we hope to create an environment in which players can play with as many of any card as they want, and in which certain cards don't dominate the game.” For now, we have the DC tournament rules—and rotations.

Why were those particular cards removed?

In his article, Jim separates the removed cards into categories according to why they were removed. While you still have to wait for *Duelist* #5 for the list (the card list policy is at the end of this statement), we can give you some idea of what those categories cover:

- too strong/degenerate
- too weak/narrow
- underpriced (i.e., casting cost vs. abilities)
- boring
- strictly better than cards in the same category (e.g., multilands vs. basic lands)
- too confusing
- inappropriate art/name

Hey, what about those demon cards?

Jim includes those cards in the last category above. No, we didn't drop them because anyone demanded that we do so. To quote Jim

again, “another thing we didn't expect was *Magic's* success outside the adventure game and hobby market.” Most of us involved in that market are used to, or just ignore, so-called demonic imagery. People new to or outside of this market are surprised, and sometimes concerned, by this kind of imagery. If we are going

to continue to be here for all of our customers, then we have to grow. We have to bring in those new people. Yes, removing those cards has caused some controversy; having them in the mix does, too. Not having them in allows us to concentrate on serving customers and on making new games rather than on controversy. Ignoring the issue is not an option for us because of our commitment to respect others' beliefs.

Some players have demonstrated an impressive vocabulary in denigrating those who have moral, ethical, or faith concerns regarding *Magic*. We ask them to remember that just as they wish to be treated with respect, they need to treat others with respect. All views should be considered.

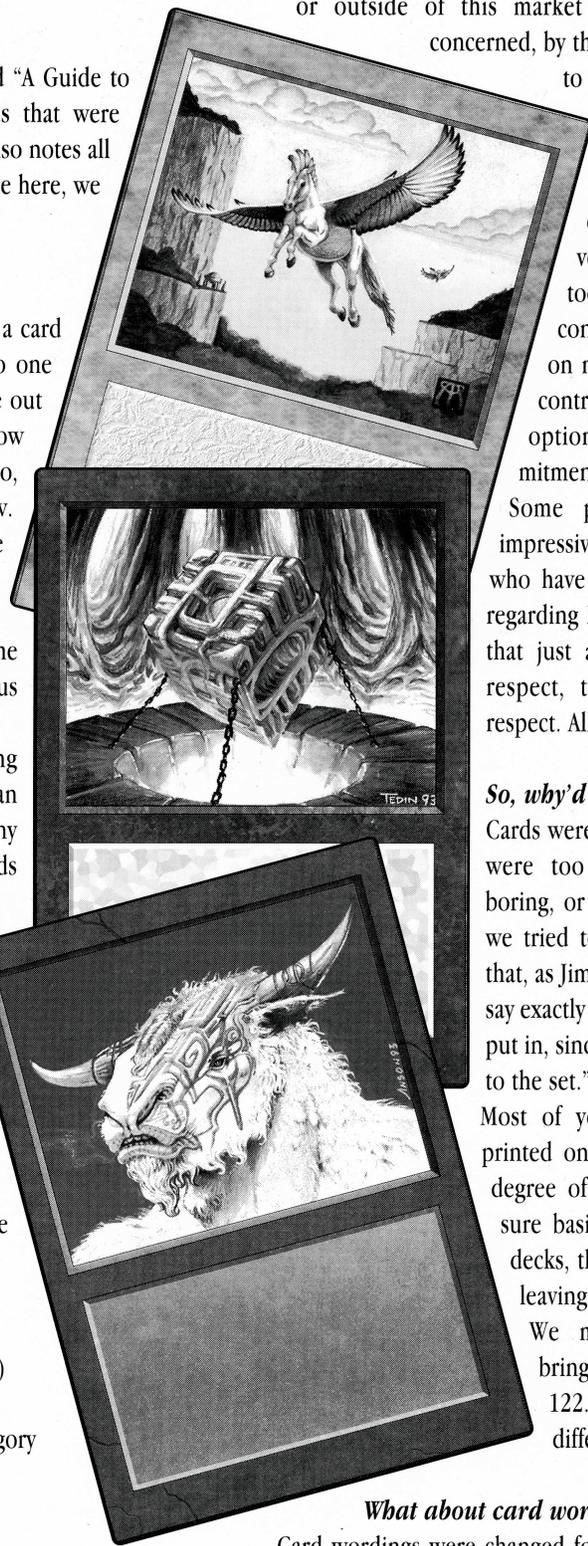
So, why'd those cards get added?

Cards were not promoted if we thought they were too powerful, too confusing, too boring, or too complicated—and, as always, we tried to balance the colors. Other than that, as Jim says, “it is a little more difficult to say exactly how we picked the cards that were put in, since there were so many cards added to the set.”

Most of you know that *Magic* cards are printed on three card sheets, one for each degree of commonality. In order to make sure basic lands appeared only in starter decks, they were moved to a fourth sheet, leaving 72 card slots that had to be filled. We made 50 other card changes, bringing the total number of changes to 122. All told, there are 368 functionally different cards in *Fourth Edition*.

What about card wording changes?

Card wordings were changed for a number of reasons, all in the interest of improving the game. We tried to “standardize the wording,” to borrow a phrase from Jim. We also tried to reduce confusion and respond to frequent questions. Additionally, we tried to make the cards more multiplayer-friendly.



So how do I get a card list?

Part of the fun of **Magic** is exploring Dominia through the cards. When there were only three or four hundred cards, a list removed that thrill of exploration, and so we didn't release "official" card lists. Now that there are well over a thousand different cards, we still want to preserve some of the mystery even as we provide the information you want. Therefore, we do mail out our card lists, but only by "snail mail" (hard copy) and then only 90 days after the issue of *The Duelist* or *The Duelist Companion* containing them ships, so that the Duelists' Convocation members get theirs first. We don't email card lists because the size of the files involved would severely overload our email server in a very short time.

If you're in North America and you'd like a card list, send us a letter telling us which list you want (*Arabian Nights*[™], *Unlimited*[™], *Legends*[™], *Revised*[™], etc.), along with a self-addressed, stamped envelope (SASE) for each list you want. (A SASE is a stamped envelope

that has your address as both the delivery and the return address on it. You must put this envelope and your letter in *another* envelope and mail it to us. If you don't include a SASE with your request, we won't send you your list.) Mail your request to: Wizards of the Coast, ATTN: **Magic** Card Lists, P.O. Box 707, Renton WA 98057-0707.

If you're outside North America, contact one of these two offices for more information:

United Kingdom—Wizards of the Coast UK Ltd. Customer Service, ATTN: **Magic**, P.O. Box 1562, Glasgow, G2 8BW, Scotland. Tel: 0345-125599 (within UK only). Requests can also be emailed to uk@wizards.com.

Continental Europe—Wizards of the Coast, Belgium, Customer Service, ATTN: **Magic**, P.O. Box 16, B-2140 Borgerhout 2, Belgium. Telephone: +32-(0)3-272-0511, fax: +32-(0)3-272-2431. Requests can also be emailed to belgium@wizards.com. ☎

On The Road Again

Since our Caravan Team's March debut, the American Tours '95 program has met with resounding success. Several hundred retailers are clamoring for the tour to come and visit their stores, and we are trying to accommodate as many requests as we can! As can be expected with any new program, there have been some initial problems associated with these tours, but with three tours under our belt, we've smoothed out most of them. For example, retailers originally had to assemble their own ads; *not any more!* In order to make advertising as easy as possible, Caravan now provides "ad slicks" with room to drop in each retailer's store and tour information. In order to better promote our tours, we had special posters made to hand out, illustrated by Richard Kane-Ferguson.

We are continuing to keep tour costs to a minimum. **A-1 Comics** in Sacramento commented that "with WotC supporting the tour and coordinating the stops we were able to spend more money on local advertising." We are also hard at work planning the schedule for the remainder of the year. Look for updates soon here and in *The Duelist*[™].

So far, Caravan has visited California (Sacramento and San Francisco), Pennsylvania (Philadelphia), New Jersey (Freehold), Washington DC, Maryland, and Virginia. Here are what some of your fellow retailers have had to say.

A-1 Comics in Sacramento commented: "I could not have imagined a more enthusiastic or considerate group of men to represent WotC." They also report that their customers

were "very appreciative of the fact that the in-store event lasted in excess of 5 1/2 hours. The patience and enthusiasm displayed by the [team] left a very positive impression on all attendees. We all certainly enjoyed the amount of information given out concerning WotC products and the demonstrations were excellent!"

These tours are an excellent way to promote gaming as well as give something back to your customers. According to **Brainstorm Comics** in Frederick, Maryland, "my regular **Magic**[™] customers felt special."

In the next few months, we plan to visit Nevada (Las Vegas), Oregon (Portland), British Columbia (Vancouver), and Illinois (Chicago). We also have tentative plans to tour Georgia (Atlanta), Florida (Orlando), and Texas (Austin).



What's in the Works?

As Wizards of the Coast has grown, so has our product range in other retail markets. Because our **Deckmaster**[™] line can be found in just about any retail environment, we are setting up Caravan tours to include many big-name software and book store chains. In the past, Caravan has focused entirely on game,

hobby, comic, and card shops. These tours have been met with exceptional enthusiasm and excitement by both retailers and the public. As we continue to strive for better events we feel that it is important that we don't ignore mass-market stores and are therefore including them in our tours.

These tours will be specifically designed to suit their markets. We will continue with our standard tour program while adding more to the agenda—such as author signings in conjunction with our **Magic** novels. When the Microprose software version of **Magic** is released, we will plan tours to software retailers to highlight this product.

Caravan has received a lot of responses from retailers who would like to be a part of our tours. We do not have enough resources at this time to accommodate everyone, but we are taking steps to increase the amount of tours we will be offering. Currently we are averaging one tour a month and have scheduled two in June. In the near future we hope to have at least two tours each month.

Our mission is to support and promote all Wizards of the Coast products and our distribution chain through innovative and exciting demonstration tours. We will only be able to meet our mission through continued support from you. So if you'd like to be added to list of interested retailers, send your store information, including the size of your store and the closest major city, to the **Caravan Team**, Wizards of the Coast, P.O. Box 707, Renton, Washington, 98057-0707.

R E T A I L E R

Frequently Asked Questions

1 Are you taking on new distributors?

Absolutely not. We are currently trying to supply product and service to more distributors than we effectively can. If this situation changes, we'll make a clear announcement, but it's not likely to happen soon.

2 Why are the shipments of **Magic™** expansions broken into several shipments and not 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.

3 "I have some questions about Fourth Edition™..."

Look on page 3 of this issue; you may find your answer right there.

4 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. Also, there are no card printers in the U.S. that have sufficient collation methods—it's still a new concept; most card games contain a set range of cards.

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. Carta Mundi recently announced tentative plans to open a plant in the eastern U.S. We'll keep you up to date on these developments.

5 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 we will ship as much as we can to fulfill the demand.

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 preorders 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.

6 Is *Ice Age* going to be allocated too?

Yes, for a while. Because Carta Mundi is printing *Ice Age*, *Fourth Edition*, and *Chronicles™* simultaneously, there simply will not be enough cards to fill all orders right away. The first month's orders for *Ice Age* was for 300 million cards; to give you an idea of the magnitude of that print capacity, consider that the entire print run for *Fallen Empires* was 330 million cards.

7 What were the release dates again for *Ice Age* and *Chronicles*?

Ice Age will be out in mid-June; *Chronicles* should reach you in July.

8 Are your roleplaying games still available? I've been told they aren't, but you keep printing articles about them.

Our roleplaying games are definitely available! We produce **Ars Magica™**, **SLA Industries™**, **The Primal Order™**, and **EVERWAY™**. If you have trouble getting them, call us; we'll help you past that obstacle.

9 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 salable condition. If these criteria are not met, we will gladly replace the product.



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.

10 *Type I Magic tournaments are being discontinued, right?*
Nope.

11 *Is Steve Bishop dead?*

Ah, no...that is, I haven't been by his chambers recently, so I can neither confirm nor deny the rumors of his demise.... (Steve is/was the Director of our Duelists' Convocation Team.)

12 *Is that World Wide Web page up yet?*

Not quite, but when it is this newsletter will be part of it.

13 *Does my distributor read this?*

Oh my yes. Our distributors are privy to exactly the same information we give you. In fact, we hope to have *Retailer Direct* address the concerns and questions of both retailers and distributors.

14 *I just heard about Retailer Direct; are back issues still available?*

Yup. Just call your Merchant Customer Service representative (see below) and let them know which issue you have; they'll send the others to give you a Wall of Info which will make your head spin.

15 *This newsletter is available how often?*

It's monthly, and it's been available since the beginning of February, 1995. Our goal is to create a solid information link with all retailers of our products.

16 *Are you sure you can't sell directly to me?*

Yes, quite sure. Sorry, but we really don't have the resources to manage any undertaking as massive as that; making 90 million cards available each month—while producing a wide range of other products—is exhausting enough as it is!

Our Merchant Customer Service Team is dedicated to helping you out on any front. Call us—there is a representative assigned specifically to the particular region of the country you are calling from, and they are here for your benefit. Take advantage of it! ☺

“One Ringy-Dingy...”

We know this has probably happened to you:

Receptionist: “Wizards of the Coast, how may I direct your call?”

You: “I have a question about Magic™...”

Receptionist: “Okay, hold on just a moment...”

[You are put on hold; a phone rings.]

Customer Service Team representative: “Customer Service, can I help you?”

You: “I hope so. I want to buy your products for my store...”

Customer Service Team representative: “I'm sorry, you need to talk to our Merchant Customer Service team about getting a distributor list. Hang on while I transfer you...”

We know that transferring calls all over the company is not a service to you. There are many things we're doing to improve the situation, but you too can help.

Our Reception Team is wonderful, directing thousands of calls a day. Often they themselves have the information you want. As you can imagine, they are often working under a lot of pressure from a continuous stream of incoming calls. So the first trick to getting your call directed properly is knowing the details ahead of time. Here are some of the things which you can let them know to get through to us fastest:

Who are you? Generally, individuals want to talk to Customer Service or the Duelists' Convocation. Retailers generally want Merchant Customer Service, unless they have a rules question. Distributors almost always want our Sales Team.

Why are you calling? The default answer is the one I mentioned in the example, so it goes to the rules queue. If you have a question about a specific sanctioned tournament, or about the Duelists' Convocation in general, all you have to do is ask for the DC. If they're not available, you might still wind up in the rules queue, and they'll try to help you. If you have any questions about your retail store, such as who wholesales our merchandise, ask for Merchant Customer Service (MCS).

Where are you calling from? This is really important if you are a retailer. Your state has an MCS representative who works with all the retailers in that state, so you can get personalized service and always talk to the same person. Let the receptionist know from which state you're calling.

Now that you know that, let's revisit our example:

Receptionist: “Wizards of the Coast, how may I direct your call?”

You: “I'm a retailer in Oklahoma with a question for MCS...”

Receptionist: “Okay, hold on just a moment...”

Merchant Customer Service representative for the central U.S. region, Jillian Sutter: “Merchant Customer Service, this is Jillian, may I help you?”

Wizards of the Coast's Reception Team is reorganizing itself to be of more service to you. We're constantly investigating other services like informative hold messages, automated fax systems, and a company-wide database that would allow almost anyone to answer almost any question. If there's a way we can serve you better...give us a call! *

1-800-821-8028



Everway Countdown: A New Audience

Starting this summer, expect to see some new faces in your store. **EVERWAY** is going to bring new people to roleplaying, and that means new customers coming through your door. From its inception, **EVERWAY** has been developed as a roleplaying game to reach people who don't play roleplaying games. The **EVERWAY** Game Set and the card-based supplements, for example, will appeal to fantasy fans and card collectors as well as roleplayers. Another group that **EVERWAY** will interest in roleplaying is women. There are plenty of people who match the general description of roleplayers—intelligent, educated, imaginative, verbal, and fans of fantasy—but don't roleplay. **EVERWAY** has been designed to reach these people, and many of them are women.

EVERWAY uses "vision cards" to inspire players to invent backgrounds for their characters, or "heroes." Since creating the hero is mostly up to the player, players can create the sorts of heroes that really appeal to them. While this freedom benefits everyone, it makes hero-generation particularly appealing to women, who are often turned off by the male-oriented character archetypes available in most traditional roleplaying games. In **EVERWAY**, a player isn't limited to playing a warrior, a wizard, a cleric, or a thief if she doesn't want to. In fact, these vision cards seem to inspire players to invent backgrounds that include parents, siblings, friends, and lovers. Research on gender differences has shown that women prefer games that involve social interaction and that focus on relationships between people. With the vision cards, women can emphasize the relationships that define their characters.

The art portrayed on the vision cards is also important for attracting women into the game's audience. The Alter Ego Design Group has taken care to represent men and women in roughly equal numbers, so the game doesn't come across as being "about men." Unlike the women in a lot of fantasy and gaming art, these women are mostly portrayed as independent, competent, and clothed—just like the men. (Some

women on the cards are sexy and some are lightly clothed, but that's true of the men in the card set, too.)

The **EVERWAY** rules revolve around the Fortune Deck, a deck of symbolic cards that the players use to define their heroes and that the gamemaster uses to help determine the outcomes of the heroes' actions. The gamemaster uses symbols and imagination instead of statistics to resolve actions. While this use of intuition appeals to veteran gamers who are more interested in stories than in detailed simulations of combat, we found in playtesting that it appealed particularly to women. One non-gamer playtester, when she opened the playtest kit, thought to herself, "Finally a roleplaying game for me. No dice!"

Since **EVERWAY** appeals to beginners and since some **EVERWAY** products will sell to non-gamers who never intend to play the game, Wizards will be promoting **EVERWAY** at science fiction and fantasy conventions. (In fact, the game's designer, Jonathan Tweet, came up with the basics of the game while at a science fiction convention.) Since the "fandom" community has a lot more women in it than the gaming community, promoting **EVERWAY** at sci-fi conventions is bound to get the game into the hands of more women than promoting the game only at game conventions would.

Finally, the simplest way that **EVERWAY** appeals to women is that it's easy for beginning roleplayers. Since roleplaying is now mostly a male hobby, any game that expects its players to have experience with roleplaying will necessarily get a mostly male audience. But a game like **EVERWAY** allows non-roleplayers, many of them women, to get in on the fun. **EVERWAY** isn't a "women's game." A man invented it and men have been key playtesters and free-lance writers for the game. Still, by challenging many of the assumptions of roleplaying design and producing a game that is ideal for non-gaming fantasy fans, Tweet has developed a game that promises to appeal to women in larger numbers than other RPGs do. ♣

RoboRally Returns!

ROBO RALLY

In July, we'll finally have copies of the popular Garfield Games-designed **RoboRally**. This fast-paced, futuristic game is a wild, unpredictable race across an ever-changing obstacle course. Players struggle to maneuver their individual robots, and simultaneous movement rules encourage clever strategies as players try to second-guess their opponents.

The game is designed for two to eight players. The object is to be the first player to move a robot across a deadly factory floor. "You get to program your robot," says Garfield, "but they don't necessarily do what you'd like them to do. The direction the robot moves depends on what cards are drawn."

The many dangers lurking on the factory floor make the journey a treacherous one. Deep pits lie in wait for robots who fall—or are pushed by other robots. Powerful crushers and lasers can also damage or destroy a robot. The more damage a robot suffers, the harder it is to control.

A game of **RoboRally** can take anywhere from 30 minutes to an entire night. Garfield expects the game will appeal to game enthusiasts

and a variety of other people. "Let's say a person—who isn't necessarily a game hobbyist—receives **RoboRally** as a present; I don't think they'll be disappointed."

RoboRally, which was released in October of 1994, was originally designed by Richard Garfield in the early '80s; when he proposed it to Wizards of the Coast in 1991, we didn't have the resources to produce it but agreed to put it on the schedule of "games to come." When the resources finally were available, thanks to the success of Garfield's **Magic: The Gathering™**, we released it with all the production quality we couldn't have provided at the time.

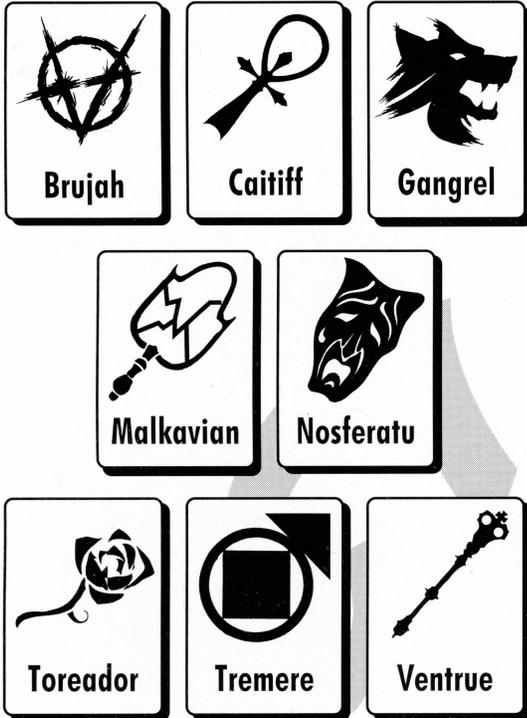
Now, expanding upon those resources, the re-release of **RoboRally** will feature brighter, higher-contrast colors on the six factory floor boards, a 56-page **RoboRally** Operating Manual, revised Program and Option cards, eight new zinc robot figurines with no assembly required (including four entirely new robots), and more. **RoboRally's** initial print run of 10,000 boxes sold out much sooner than we had anticipated. This reprint has given us an opportunity to gear the product toward the European market as well. 🌐

Building A Deck In The World Of Darkness

Matt Burke, Project Manager for *Vampire: The Eternal Struggle™* (formerly *Jybad™*) provided the following suggestions for your beginning *Jybad* players. This is a tip-sheet you can copy and distribute to those who would like help with the basics of strong deck-building. Players can also call our Customer Service Team at 1-206-624-0933 or send email to questions@wizards.com for clarifications and rules questions.

VAMPIRE CARDS

First, separate the vampires in your crypt by clan. The clans, and their symbols, are shown below. It's a good idea to only focus on two to three clans when constructing your crypt and library, and only those that have a Discipline in common.



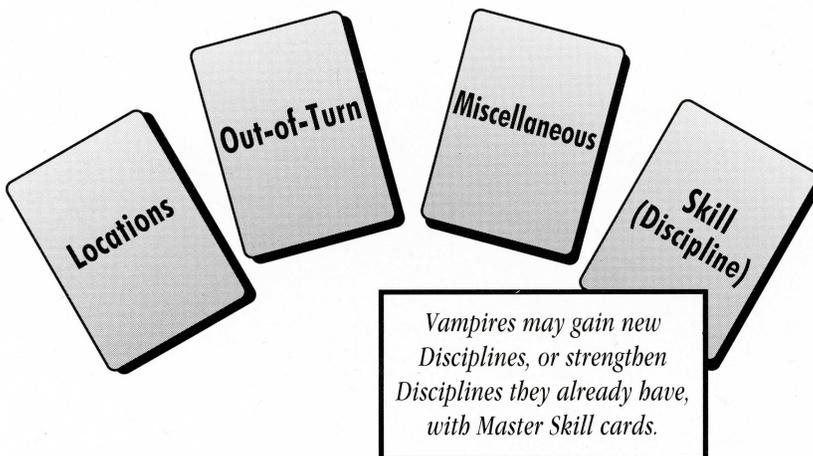
MINION CARDS (RED BORDERS)

Next, separate your Minion cards like this. Some will have Discipline symbols on them (see chart). When constructing your library, choose Minion cards that have the same Discipline symbol as the vampires you have chosen in your crypt.

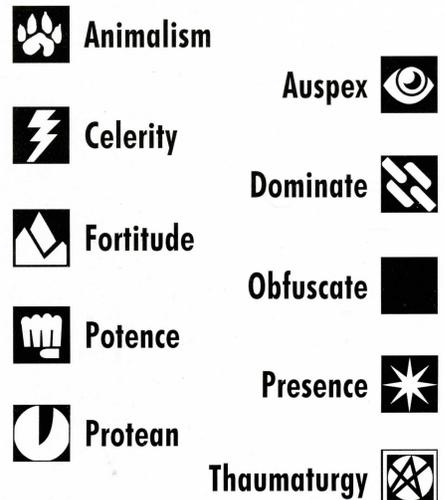


MASTER CARDS (GREY BORDERS)

Next, separate your Master cards like this. Look at the Disciplines your vampires have, and the Minion cards you have chosen that reflect those Disciplines. Then, choose the Master Skill (Discipline) cards that match those Disciplines.



Certain Action, Action Modifier, Combat, Retainer, and Reaction cards will have a Discipline symbol on them. Vampires may only play these cards if they have the same Discipline.



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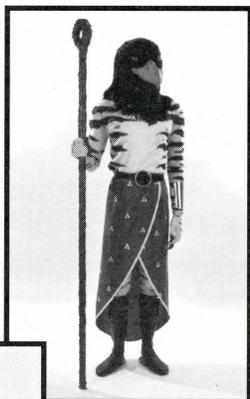
All Dressed Up

Ever wanted to have a Hurloon Minotaur make an appearance at your store? Now's it's possible! Our new Theatre Alchemy Team is building an arsenal of costumes based on characters from our product lines.

Last year ten of our most popular characters made appearances at various conventions and trade shows, visually promoting **Magic™** with embodiments of the following card images: *Hurloon Minotaur*, *Vesuvan Doppelganger*, *Benalish Hero*, *Prodigal Sorcerer*, *Natural Selection*, *Counter-spell*, *Serra Angel*, *Scryb Sprite*, *Bird Maiden*...and everybody's favorite, the *Stuffy Doll* from the various Vise and Rack cards!

Recently we created a new character cos-

tume for the *Order of the Ebon Hand*, based on Christopher Rush's artwork from



the *Fallen Empires™* card of the same name. This summer we'll introduce three characters from the new *Ice Age™* cards as part of a multimedia promotional event. To inquire about arranging an in-store appearance by costumed actors, call our Theatre Alchemy

Team, headed by T. Brian Wagner (the *Prodigal Sorcerer* himself), at 1-206-204-5815, extension 1905.

Costumed characters will also attend many of the Caravan Team's demo tours (see page 3 for more information about these promotional events) and appear as part of our presence at conventions. ♻️



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

1. 5-Color Version of Twister®
2. Mishra's Play-Doh® Fun Factory
3. Commemorative Series of Franklin Mint Plates
4. Rubinia Soulsinger CD/cassette
5. Self-Help Book: *Men Who Play Jyhad™* & *The Women Who Diablerize Them*

(to be continued next month)



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