



**Wizards
of the
Coast, Inc.
Retailer
Newsletter
Issue
31
Apr. '98**

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online at
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retailer.
wizards.com](http://retailer.wizards.com)**

TSR Gold™ Promotion Update

The **TSR Gold™** Promotion starts handing out consumer items this month! If you haven't already signed up, contact your authorized TSR distributor today to get your **FREE** Retail Promotion Kit. There's no time limit on when you can sign up, but we only have so many Promotion Kits available, and when they're gone, they're gone! This month we're shipping the TSR Hot Products floor display as a key piece in your Retail Promotion Kit. This display holds four different products, and you can use it to showcase the latest and hottest products from TSR, Inc.

April marks the beginning of our grand series of consumer promotional items, and we start off with two of our best items: the **Ravenloft®** Campaign Setting poster and the **Black Starfall** adventure for the **Alternity®** Science Fiction Roleplaying Game.

The **Ravenloft** poster is a 22" x 31" full-color map of the Demiplane of Dread on one side, and an overview of the campaign setting on the other side. This poster is a perfect way to introduce new players to

the **Ravenloft** Campaign Setting. You'll get a bundle of twenty posters when you order six copies of *The Shadow Rift* on your initial order. This should give you sufficient posters to hand out to those customers who request one, a copy or two to post in your store, and the rest to give out to customers you think might be interested in the **Ravenloft** Campaign Setting.

The *Black Starfall* sixteen-page adventure is provided to you with every copy of the **Alternity Player's Handbook** that you buy. When customers buy an **Alternity Player's Handbook**, they get a free copy of the *Black Starfall* adventure. This adventure is set in the upcoming **Star*Drive™** Campaign Setting, and it's a perfect way to get a new campaign started.

This month's merchandising tips for the **TSR Gold** Promotion are simple. First, make sure you put that **Ravenloft** poster up in your store. Ideally, display both sides of the poster either by posting it in a window or using two posters for the display. Make sure you have *Domains of Dread*

in stock; place it in a featured location in the store (the Hot Products display is perfect for this). Place *Domains of Dread* so that it faces out, and put *The Shadow Rift* next to it (also facing out). Be prepared to explain how *Domains of Dread* makes **Ravenloft** a complete campaign setting where players can now create characters native to **Ravenloft**.

The other product line to feature this month is, of course, the **Alternity** Science Fiction Roleplaying Game. You can put a copy behind the counter to show people who ask about it. Use the **Alternity Fast Play** rules to show the game quickly to customers (you can get more copies of the **Alternity Fast Play** rules from Merchant Relations while supplies last!). The Hot Products display is the ideal spot to showcase the **Alternity Player's Handbooks**.

Finally, remember to put out the shelf talker for the **Alternity** product line, now that you have the first product in the line. Then stand back and watch as customers eagerly buy this long-awaited game!



ARC System™ Games Launch Organized Play Program

Wizards of the Coast is pleased to announce that the new ARC System games, **C•23™**, *Xena: Warrior Princess™*, and *Hercules: The Legendary Journeys™*, will be released with a highly supported organized play program. Still in the planning stages, the program will include an in-store league as well as tournament support and player rankings. In order to make the program easily accessible to retailers and tournament organizers, Arena™ will organize the in-store league and the DCI™ players' organization will provide tournament support and player rankings. However, the current Arena and DCI programs will be customized for ARC System to make the programs easy for new TCG players. ARC System games will take advantage of key learning from the ongoing success of the *Magic: The Gathering®* and *BattleTech®* trading card games, which is due, in part, to the organized play opportunities that surround them. Look for more details in next month's *Retailer Direct*.



Six Ways to Bring New Customers into Your Store

Are you looking for a way to bring new customers into your store? **C•23™** gives you six new opportunities this spring.

In an effort to create a fun, easy entry point for new players, Wizards of the Coast has re-examined its traditional approach to trading card games. The result is a game that has the potential to give you a new influx of TCG customers.

The **C•23** decks are designed to help the first-time player begin playing as quickly as possible. The decks contain forty cards each and are available in six different themes, each differentiated by strategy. This makes them similar to the *Magic: The Gathering—Tempest™* or *Stronghold™* preconstructed decks. However, each time you buy a **C•23** deck of the same theme, some of the

cards will be different. The six different strategies were developed to help new players overcome the obstacle of deck construction and encourage them to buy multiple decks. With **C•23** decks, players can jump straight into the action because each deck is ready to play, no assembly required! After they try one strategy, encourage them to try the other five.

We have not forgotten the current TCG players either. The six strategies may be fixed, but the cards within the decks are not. Existing players can buy multiple decks and expect to get new cards most of the time. Like many of our other games, most **C•23** decks will contain two rare cards, five uncommon cards, and thirty-three common cards.

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Looking for C•23?

Have you learned to play the **C•23™** trading card game yet? If not, you have several great opportunities in the upcoming weeks to get a detailed look at this new release from Wizards of the Coast.

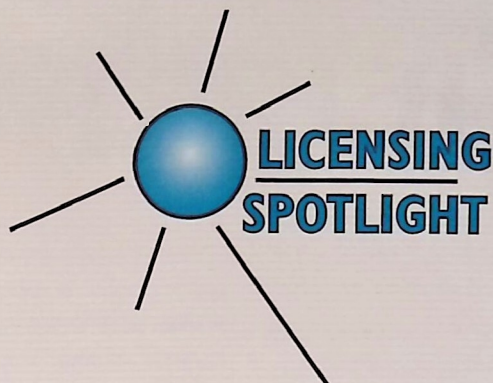
First of all, you should have received a **C•23** Retail Kit in last month's *Retailer Direct*. This kit contained a pair of **C•23** decks designed specifically for demonstrating the game to your customers. Since **C•23** is designed for new TCG players, we have specially designed these decks as the perfect entry point for them. The decks contain thirty cards each (ten less than the starter decks) to allow product demos to go very quickly. Combat cards were purposefully omitted from the

decks to allow for a faster and easier introduction to **C•23**. The "Red-Green" deck is the more powerful of the two decks. When you demonstrate the game to your customers, you might want to give them the better deck to ensure they have an exciting introduction to **C•23**!

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TM



Dark Horse Introduces Resin Magic: The Gathering® Statues

Dark Horse Comics has always been a leader in the comics world, but many people don't know that they also produce a line of branded consumer products. Later this year they plan to release the first of a line of cold-cast resin figures of popular characters from the world of **Magic: The Gathering**. We recently spoke with David Scroggy, director of Product Development.

Wizards: Hi David, why don't you begin by telling us about Dark Horse.

David Scroggy: Dark Horse was started eleven years ago by Mike Richardson, who at the time was a comic retailer. He had an idea that he could make better comics than the ones he was selling, and started with a line of properties that, unlike those of the major studios, were owned by their creators. We've stuck with this philosophy, and today our top three titles—Frank Miller's *Sin City*, Mike Mignola's *Hellboy*, and Paul Chadwick's *Concrete*—are all owned by the artists who created them.

Early on we acquired our first license from 20th Century Fox for *Aliens*, and later acquired *Predator*. In a flash of insight we put them in the same comic, and the *Alien vs. Predator* franchise was born.

W: How did Dark Horse get involved in consumer products and merchandise?

D: We've always dabbled in it, but last year we took a look at our business and these so-called ancillary products seemed like a strong growth area. Kimberley Nielsen and I head up the newly created department and so far we've made great progress.

We produce an incredible variety of non-print items: high-end sculptures, collectable Zippo lighters, apparel, puzzles, caps, watches, and high-end prints and lithographs. We are currently developing a full line of action figures, which should become a mainstay of our merchandising efforts. We see the **Magic**® statues appealing to a broad segment of figure collectors.

W: How did you first get the idea to do **Magic** figures?

D: By accident, really. It all started at a creative meeting which some Dark Horse staffers attended at Wizards of the Coast. They were there to collaborate on comic books, but in the course of that meeting they discovered four sculptures Wizards had commissioned in the past and never produced. These became the prototypes for our resin figures.

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First and Second Quarter Product Releases

Note: Every effort is made to provide accurate information, but due to circumstances beyond Wizards of the Coast's control, information may change.

Graphic Finishers of America

Magic: The Gathering Mouse Pads Choose from Classic, *Tempest*®, and *Weatherlight*™ designs.

Contact Mike Rokop at 1-800-325-9333 for distributor information.
Ship date: March 13

Dark Horse Comics

Magic: The Gathering *Gerrard's Quest*™ Comic Book Miniseries

For new orders or to change an existing order contact your Wizards of the Coast® distributor.

Issue #2 *Legacy* ship date: April 17
Issue #3 *Crucible* ship date: May 22
Issue #4 *Destiny* ship date: June 19

ASL Apparel

Magic: The Gathering—*Stronghold*™ Card T-shirts

Call 1-888-MTGTEES to place an order or contact your distributor.
On sale date: week of April 1

Rembrandt

Magic: The Gathering—*Ice Age*™ & *Alliances*™ Album

Ship date: March 9

Magic: The Gathering

Life Counters Choose from six different designs.

Call 1-800-736-1975 for distributor information.

On sale date: April 1998



Amazing Stories® to Relaunch This Summer

Amazing Stories will relaunch this summer, seventy-two years after it was first published. It will be the 593rd issue! Three media-related or shared-world stories will be featured each issue beginning with a **Star*Drive™** short story based on the new TSR science fiction roleplaying game, **Alternity®**. The story is by Diane Duane, *New York Times* best-selling author of *Spock's World*. Also featured will be an excerpt of the new Alvin Maker novel from Hugo and Nebula award-winning author Orson Scott Card and new fiction from Hugo winner Ben Bova. Watch for more exciting news as relaunch time approaches.

Amazing Stories #593,

Vol. LXX, No. 1

Preorder deadline: May 15, 1998

On sale date: June 29

MSRP: \$4.99

Product code: WOC36000



THE DUELIST®

Update

Issue #26 (June)

Duelist #26 splashes onto newsstands with Xena gracing the cover. The first-ever photo cover will feature Lucy Lawless in full Warrior Princess regalia to beckon readers to our story on the **Xena: Warrior Princess™** trading card game (part of Wizards' new **ARC System™** game line). Also in this issue you'll find our much-anticipated coverage of **Magic: The Gathering®** on the World Wide Web (the best sites, how to use it, and how it influences the game). Plus you'll find an exclusive **Xena** contest and a card insert from Five Rings Publishing Group, Inc.

On sale date: April 27, 1998

MSRP: \$4.95

Product code: WOC07526

Issue #27 (July)

Duelist #27 will be the *Exodus™* blowout. All the regular features our readers rely upon whenever a new **Magic®** expansion hits the streets—card list, player's guide, and behind-the-scenes information—will be included, along with our exclusive storyboard depicting the conclusion of the Rath Cycle™ series. Also in this issue you'll find coverage of the *Portal Second Age™* card set.

On sale date: May 25, 1998

MSRP: \$4.95

Product code: WOC07526

Preorder deadline: April 15, 1998

Issue #28 (August)

Duelist #28 features extensive coverage of the multiplayer aspects of **Magic: The Gathering** and other trading card games. **Magic** was designed primarily for one-one-one dueling, but we've uncovered a wide variety of ways to get more people in on the fun. Plus, keep your eyes peeled for a preview of **Magic: The Gathering—Unglued™**, the mysterious new **Magic** supplement that has the Internet abuzz.

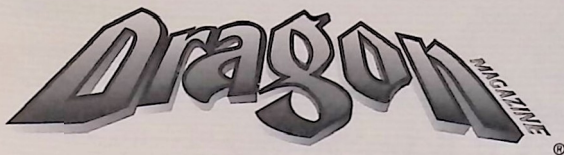
On sale date: June 29, 1998

MSRP: \$4.95

Product code: WOC07528

Preorder deadline: May 15, 1998





Issue #246 (April)

"Henchmen" is the theme for *Dragon*® Magazine #246, which includes articles on new magical companions for wizard characters, another visit from "The Wizards Three," and the long-awaited "Ecology of the Flumph." This issue also features a completely self-contained solo adventure for the *Alternity* game. Even if you've never seen the *Alternity*® game rules, this fast-paced scenario teaches you the basic rules and introduces you to the far-future *Star*Drive*™ setting. Cover by Michael Sutfin.

Issue #247 (May)

The theme for *Dragon Magazine* #247 is "Heroes." This issue introduces "The Taltos," a magic-wielding rogue trained to hunt and destroy evil spirits. "Heroes of Cerilia" provides new *Player's Option*™ rules for heroes of the *Birthright*® Campaign Setting. "Rakasta of Mystara" introduces rules for creating rakasta heroes. Also, you'll find fiction and *AD&D*® game statistics for the crew of the Realmsmaster! Plus "Arcane Lore," "Dungeon Mastery," "Dragon's Bestiary," "Bazaar of the Bizarre," and Ed Greenwood's popular "Wyrms of the North" column! Cover by rk post.

Issue #248 (June)

Our anniversary issue features dragons, including tips on making the most of your serpentine villains, a full battery of new dragon-related monsters, and a revisitation of the classic "The Missing Dragons" article. This issue features new fiction by Hugo-award-winning Ben Bova and an interview with the founder of the *Greyhawk*® setting and co-founder of the *AD&D* adventure game, Gary Gygax.

Also, you'll find "Sage Advice," "Knights of the Dinner Table," "Arcane Lore," and more. Cover by Fred Fields.

Issue #249 (July)

Historical fantasy combines real-world legends with the histories of *AD&D* campaigns. This issue features two articles on the *Greyhawk* setting, including new secrets of the classic *Tomb of Horrors* adventure, timed to coincide with the release of the new *Return to the Tomb of Horrors*. Also, take a trip through time with "Seeds of Evil," a *Ravenloft*® article that combines all of TSR's historical supplements for the *AD&D* game through the entire history of the Red Death. For fans of the *Alternity* game who fancy holdout firearms or even a chance to roleplay in the Weird West, we present "Sixguns and Sesheyan," which includes game information for dozens of 1800s firearms. Also in this issue: "Bazaar of the Bizarre," "Dragon's Bestiary," fantasy fiction by J. Gregory Keyes, a "ProFile" on TSR Brand Manager Bill Slavicsek, and a terrific cover painting depicting the death of Michael Roele (from the *Birthright* campaign) by Tony Szczudlo.

This issue's highlights:

Return to the Tomb of Horrors adventure

Ravenloft campaign

Alternity Science Fiction Roleplaying Game

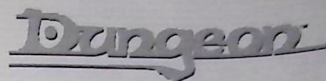
On sale date: June 19, 1998

MSRP: \$4.95

Preorder deadline: April 15, 1998

Issue #250 (August)

The Deep is where you'll find some of fantasy's most exotic adventures. In this issue, add new aquatic player-characters



Adventures Magazine

Issue #68 (May/June)

Dungeon Adventures #68 features its first *Alternity* Science Fiction Roleplaying Game adventure, "Convergence," with artwork by rk post. This issue also includes six *AD&D* game scenarios:

"The Artist's Loving Touch," for levels 2-4
"The Trouble with In-Laws," for levels 1-3
"By Merklan's Magic," for levels 5-9
"Stepping Stones," for levels 6-8
"One Winter's Night," for levels 1-3
"Al-Kandil," *Al-Qadim*® adventure for levels 5-10

Issue #69 (July/August)

This exciting issue contains "Slave Vats of the Yuan-ti," the first adventure in the five-part Mere of Dead Men series, set in the popular *Forgotten Realms*® Campaign Setting. This issue also includes a four-page illustration booklet and the following *AD&D* adventures:

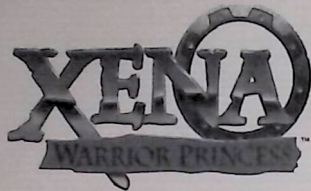
"Sleep of Ages," *Forgotten Realms* adventure, for levels 5-8
"Challenge of Champions II," designed for any level
"Stumping the Party," for levels 3-5

Issue #70 (September/October)

Dungeon Adventures #70 supports the return of the *Greyhawk* Campaign Setting with an Underdark adventure, "Kingdom of the Ghouls." This issue also includes "Ssscaly Thingsss," the second adventure in the Mere of Dead Men series set in the *Forgotten Realms* campaign. Other adventures include:

"Maze of the Morkoth," for undersea PCs of levels 4-6
"Boulder Dash," for levels 6-10
"Homunculous Stew," for levels 2-4

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In the time of ancient gods, warlords, and kings, a land in turmoil cries out...heed the call! New from

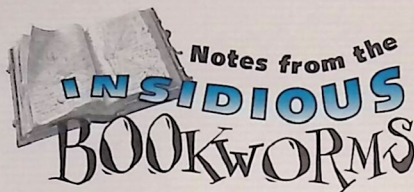
Wizards of the Coast is the **Xena: Warrior Princess™** trading card game, based on the top-rated syndicated action TV show. Your customers will battle their way to your door for the chance to play this exciting new game in which they assume the role of a warrior queen or king, battling other monarchs over ancient lands. We want to prepare you for the onslaught with the enclosed package of point-of-sale materials.

The following pieces are included in the **Xena: Warrior Princess** Retail Kit:

- A **Xena** trading card game poster (19.5" x 26.5")
- A **Xena** trading card game open/closed sign
- A set of **Xena** trading card game demo decks

Hang the open/closed sign on your front door to draw customers into your store (even when you're closed for the day!). The poster will appeal to game fans and Xena fans alike with its focus on cards from the trading card game and characters from the television show. Use the demo decks to give your customers a sneak peek of the next hot Xena collectable.

Xena needs your help in gathering her army of warriors. Prepare for battle in early May when the **Xena: Warrior Princess** trading card game hits the shelves!



Digging into C•23™

Typically the Bookworms column reports numerical facts and figures that we've unearthed in the course of carrying out our market research studies and data analysis tasks. This month we'd like to tell you about our softer side!

What you might not know is that we Bookworms are just as focused on uncovering insights into consumer attitudes and behavior as we are on crunching numbers.

Take the work we did on **C•23** for instance. In January, Wizards' Marketing Research team held two focus group discussions at two junior high schools in the Seattle metro area. A total of twenty-three comic-buying boys ages twelve to fourteen attended the sessions. Focus groups are not quantitative in nature, but rather more qualitative. Our goal in conducting the sessions was to gain subjective insight about the target market as it relates to comic likes and dislikes, purchasing behavior, and acceptance of the **C•23** concept and trading card game.

The following is some "soft data" which we were able to supply the **C•23** brand team.

Many of the key elements that the focus group participants thought defined a "great" comic were present in the **C•23** concept:

- Storyline that is original and leaves lots of room for tangents, plot twists, and conflict (even among allies) and complications
- No clear good versus evil
- Large, well-established universe
- Illustrations that have lots of detail, background activity, and color
- Reasonably realistic or believable characters/enemies
- Some gore, but not a depressing amount

None of the twenty-three participants said they know exactly what they are going to purchase when they arrive at the comic/game/convenience store. They all tend to purchase what is "new" and "looks interesting."

For comics, the cover visuals are of primary importance in the purchase decision.

For trading card games, the in-store visuals (such as posters and displays), game demonstrations, and so on are important influencers.

The importance of demoing and strong point-of-purchase materials—especially for inexperienced TCG players—was further enforced by the fact that participation in the demo/playing portion of the focus group had a strong positive impact.

Some of the novice TCG players who participated in one focus group initially thought they would *not* like a **C•23** trading card game, despite liking **C•23** as a comic. After thirty minutes of instruction and playing, however, the group was

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Illus. by Jim Lee

Bookworms (cont. from p. 6)

in unanimous agreement that **C•23** made a "great" trading card game!

The second focus group was comprised of mostly experienced **Magic**® players, who all immediately felt that the **C•23** concept would translate well into a trading card game setting. Despite the "simplified" gameplay of **C•23**, the **Magic** players were enthusiastic about the new TCG after seeing the cards and playing the game.

The **C•23** brand team uses insights gained from qualitative research, along

with many other sources of information and data, to help make decisions about point-of-sale materials, promotions, and future product plans.

What can you gain from our discussion with twenty-three Seattle comic-buying kids? If you think they might be at all like the kids who visit your store, take some stock in what they told us. Display the cool, new **C•23** comics and trading card game prominently, and demo, demo, demo!



Marketing Matters

What kind of retail store do your customers like to shop in? Great customer service, retail environment, promotional materials, demonstrations, and tournaments are just a few ways to improve sales and service for your customers. The following are some helpful suggestions for refining your retail environment.

Space for Game Play

Offer a clean, well-lit gaming space with tables for in-store play. Your customers have invested a lot in their games and don't want to get playing surface grime all over their game components. If possible, supply spray cleaner and towels so your gamers can clean up after their gaming session. This space can also be used for demos and small tournaments.

Game Demonstrations

Promote new games by having demo days in your store. Demos are a good way to generate new customers and increase sales. If new customers come into your store, they must be interested in what you're selling. Have your knowledgeable staff take a few minutes to teach them how to play the games you sell.

Promotional Pieces

You probably receive all kinds of posters,

flyers, mobiles, and shelf talkers. These promotional pieces are important tools to inform your customers about what you sell.

Consider the effectiveness of the items displayed in your store. Are any of the posters hanging in your store outdated? Even though most promotional pieces have a UV protective coating, the colors still fade after a period of time. Updating the promotional materials regularly is important. It keeps your store looking fresh, and your customers informed of the new games that you are selling.

Decorate the gaming area with posters and information that you want your customers to see. Advertise your demos, events, tournaments, and the products you sell. Hang items with informative text at eye level so your customers can read them. If possible, display promotional pieces near the products they represent so your customers can easily locate the products.

By offering your customers great service and a pleasant store environment, you show that you are committed to them and their hobbies.



Dark Horse (cont. from p. 3)

Our approach with licenses has always been to pursue strong, classic characters with broad appeal. In the past we've gotten licenses for *Indiana Jones*, the *Star Wars* characters, and of course *Aliens* and *Predator*. We felt we couldn't find a stronger license than **Magic: The Gathering**, which has achieved great success and earned a permanent place in the popular culture. It also has strongly identifiable characters that fit into our overall licensing strategy.

W: Tell us about the statues themselves.

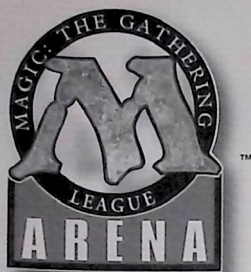
D: We plan to release Serra Angel first, in late July or August. She's one of the most recognizable of the **Magic** characters, and the statue is modeled directly from the card art. Like all the figures in the collection, Serra Angel is cold-cast in resin and then hand painted and assembled. When complete it stands about 12" high, with a wingspan nearly as wide as the figure is tall.

New figures in the collection will be released quarterly, beginning with Shivan Dragon in October, Spirit Link in January of '99, and finally Hurloon Minotaur in April of '99. Shivan Dragon is another figure we're really excited about—it stands nearly twice as high as the Serra Angel!

W: Why a quarterly release schedule?

D: Resin figures of this quality are fairly expensive. We haven't set a retail price on all of the figures yet, but Serra Angel will be \$125, which is still a very competitive price given the elaborate detail and size. We wanted to give collectors plenty of time to plan their purchases and budget for new figures as they were released. It also gives retailers enough time to sell through their stock on each figure before the new one arrives. A quarterly release makes the most sense for our retailers and our consumers.

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League Update

Are You Ready to Draft?

Well are you? The Spring Season of the Arena™ league begins April 17 and runs through May 24. The format for the season will be Continuous Draft. Players will purchase three boosters of *Tempest*™ or *Stronghold*™ cards (or a combination of the two) at the time of registration. Complete rules for this format are available on the Arena website. There is still time to place your order to sponsor Arena league play for the Spring Season. Call Wizards of the Coast Merchant Relations today!

A Second Chance...

Has this happened to you? You get your end-of-season ratings for your store, look at the results, and instantly realize that some of the data you sent to Wizards of the Coast did not make it into the season ratings. If it has, you're not alone. Sometimes Wizards does not receive information before the final season processing deadline. However, a lot of information we receive before the deadline cannot be used because some it is incomplete or illegible.

To address this issue, the Arena league has just launched a new addition to our website to help you catch these sorts of problems before they affect the ratings for your store.

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Magic: The Gathering— Fifth Edition™

It's the new **Magic: The Gathering**® rating system! Products are now rated for the levels of strategy they represent, making it easy for you to find the right cards, whatever your experience.

In the **Magic: The Gathering** retail packet you will find promotional materials with the new **Magic**® rating system.

Entry level

Recommended for new players who want to enter the world of **Magic: The Gathering**. Look for *Portal Second Age*™ in June!

Advanced level

The perfect way for **Magic: The Gathering—Portal**™ players to graduate to the next level of play. Recommended for players who want more game options.

The *Fifth Edition* trading card game features specially built decks for two players. *Fifth Edition* decks and boosters are great for deckbuilding and for Sealed-Deck play.

Expert level

Recommended for advanced players

who want to experience the highest level of strategy available.

Look for *Exodus*™ in June and *Urza's Saga*™ in October!

By effectively displaying the promotional items found in the **Magic** retail packet, your customers will have the tools required to determine which **Magic** product best meets their level of play.

Poster

The poster contains valuable information to help your customers determine which products best suit their skill levels. Display the poster at eye level so the informative text can be read easily.

Static Decal

You can display the static decal on your window in a high-traffic area. It will let current and potential customers know you are a **Magic: The Gathering** retailer.

Mobile

Hang the mobile from the ceiling near your **Magic** products—it's useful as a quick reference for customers entering your store.



GameCamp™ '98

Wish there were more gamers to flock to your store? Wouldn't it be great if the kids who come now actually know more games? That's just how Wizards of the Coast felt, and became one of our main motivations behind the creation of GameCamp. Our primary company mission is to bring games more into the mainstream, and what better way to do that than to create a summer camp dedicated to gaming? GameCamp isn't just your typical summer camp; you won't find any campfire songs or pony rides here! Instead, kids ages ten to seventeen get to spend seven full days and nights at the ultimate rec room, the Wizards of the Coast Game Center in Seattle, Wash., where the gaming never ends.

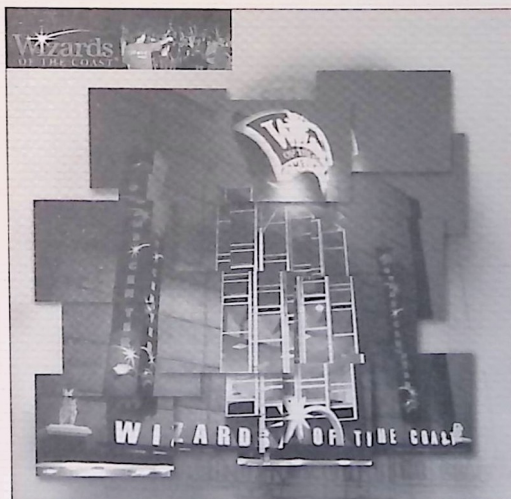
Last year we had planned four sessions of GameCamp, but it was so popular that we got overbooked; by the fourth session we realized that we needed to spontaneously create a fifth session. This year we are really going to out-do ourselves and offer eleven sessions, allowing over five hundred kids to come from around the country. Furthermore, we're going to have more variety than



just **Magic**® sessions; we'll also have sessions geared towards roleplaying, and even one session centered around **Warhammer**®!

And don't go thinking the trading card games at GameCamp '98 are only about Wizards products. Sure, we play lots of **Magic** (and **Legend of the Five Rings**™, and **Dune**®, and **Netrunner**®, and **BattleTech**®...) but the **Star Wars**™ and **Star Trek**™ Customizable Card Games™ were pretty hot last summer and probably will be again. And we don't limit ourselves to cards either. Board games, arcade and console games, and especially multiplayer computer games (on the Game Center's thirty-two-station 300mhz Pentium II LAN with 27" monitors) are a major part of all the sessions of GameCamp '98. Exposure to lots of different kinds of games and showing the kids new ways to have fun and make friends is what it's all about!

—continued on p. 10



Junior Super Series

Your younger players still have a couple more chances to play in a **Magic: The Gathering**® Junior Super Series Championship. The first day (Day 1) of any Championship event is open to all eligible junior players. The competition is divided into two age groups: ages fifteen and under, and ages sixteen to eighteen.

The Eastern Division Championship will be held April 18–19 at the New York State Armory. Day 1 (April 18) competition is open to all eligible junior players for a \$12 entrance fee. A minimum of thirty players in each age group from Day 1 will advance to the finals on Day 2 (April 19) to join the winners of the Eastern Division Junior Challenges. A total of sixty-four players will compete in each age group on Day 2. The Top 8 players in each age group from Day 2 of the Divisional Championship will win automatic advancement to Day 2 of the \$250,000 Super Series Championship in Lake Buena Vista, Florida, as well as airfare and hotel accommodations for two. Any player in Day 2 of the Super Series Championship is guaranteed to win at least \$1,000 in scholarships!

If it's too late to plan for the Eastern Division Championship, the Junior World Open still might be a possibility. The Junior World Open is Day 1 of the Super Series Championship to be held at *Disney's Wide World of Sports*™ complex in Lake Buena Vista, Florida, and is open to all eligible junior players for an entry fee of \$20. A minimum of forty players in each age group from Day 1 will advance to the Final 64 on Day 2. All players advancing to the Final 64 are guaranteed a minimum \$1,000 scholarship! This could be the vacation that pays for itself.



GameCamp (cont. from p. 9)

In fact, it was the popularity of our miniature battles activity last summer that led us to a joint venture with Games Workshop to do the **Warhammer** session this time around. I remember receiving a phone call after the last GameCamp from a retailer in Rhode Island, telling me he had just made a \$200 sale of **Warhammer** products to a totally new customer without ever having to lift a finger. When he asked the kid how he knew about **Warhammer**, the kid replied "I learned it at GameCamp."

Not to leave those grownup gamers out in the cold, GameCamp '98 isn't just for kids anymore. We've also created three sessions (which we refer to as our "professional workshops") for people ages eighteen and older. If you'd like some more information on GameCamp '98, feel free to call our camp hotline at (800) 923-0017. We'd be happy to send you free copies of our twelve-page color brochure for you to display in your store—or maybe you'd even like to come to one of the adult sessions yourself!



—Steve Earth, GameCamp Director

Arena (cont. from p. 8)

Simply point your browser to <www.wizards.com/Arena> and select the "Error Log" button. What you'll find is a listing of every match Wizards has received for the current season that have not (so far) been included in the ratings. The errors are listed by store number and then sorted by date and time. You'll also find instructions on what you can do to fix the records in question so we can use them in the final ratings.

If you find errors for Tempest Season, you must notify the Arena league by April 9 in order for us to guarantee correction of the errors before final ratings are processed. We will attempt to fix any errors that are brought to our attention after this date, but cannot guarantee that it will happen before the final ratings process.

More Prizes for Spring Season

You asked for more prizes, and you're going to get them!

Retailers who have submitted their first batch of player registration materials and match results forms in time to arrive at Wizards of the Coast on or before May 1 are in for a special treat. Along with their midseason ratings these retailers will receive a packet containing two Windseeker Centaurs and three Arena cards.

Retailers who do not submit their first batch of forms on time will still have the oversized cards to distribute to their winning players at the end of the season.

Tempest Season Reminder

The Tempest Season of Arena just ended on April 3. Please remember that you must submit your player registration materials and match results forms to Wizards of the Coast. They must arrive in our offices by April 9. If a retailer who ordered *Stronghold*™ preconstructed decks for delivery before the release date fails to submit player registration forms and match results forms that reflect a registration level appropriate to the number of displays purchased, that retailer will be prohibited from sponsoring Arena league play until August. No exceptions to this policy will be made.

So please, send your forms to us on time this season.

For more information about Arena, please visit the league website located at <www.wizards.com/Arena>. To participate in the Spring Season of Arena, please contact Wizards of the Coast® Merchant Relations at (800) 821-8028.



TM

Sanctioned Team Play Begins May 1998

Rate your team against all the rest!

Based on the success of team play at the **Magic: The Gathering®** World

Championships and other title events, the DCI™ players' organization will begin sanctioning team tournaments in all currently available formats in May. One of the neat aspects of team play is the effect it can have on Constructed tournaments. Coordinators have the option of running their events with card restrictions such as the four-card limit affecting each team as a whole, as opposed to each player individually. Using this

option emphasizes teamwork, especially in the deckbuilding process, bringing a new level of strategy to the game.

The DCI will immediately begin accepting sanctioning applications for team tournaments to be held beginning in May. Sanctioning applications for all tournaments can be obtained from our website at <www.wizards.com/MTG_DCI/MTG_Sanctioning.html>, by calling the DCI at (425) 204-8032, or by mail to DCI Event Sanctioning, P.O. Box 707, Renton, WA 98057-0707.



Dragon (cont. from p. 5)

to your campaign with "Heroes of the Sea," and give them something to fight with a "Dragon's Bestiary" full of waterborne monsters. This issue features fiction and an interview with the creator of Drizzt Do'Urden himself, Bob Salvatore. Also "Wyrms of the North," "Knights of the Dinner Table," "Sage Advice," a beautiful cover by painter Mark Nelson, and plenty more.

This issue's highlights:

Bob Salvatore

New **AD&D** character races and monsters

Dragonlance® aquatic elves

On sale date: July 24, 1998

MSRP: \$4.95

Preorder deadline: May 20, 1998

Issue #251 (September)

Elvenkind are among the most popular icons of the **AD&D** world, and this issue

reveals more secrets of the Seldarine, or elven gods: "Knotwards and Woodsongs," spells with which the wood elves defend their sylvan homes; and dryads, a new character race to play in the **Dragonlance: Fifth Age®** game setting. This issue also includes an interview with and fiction by **Dragonlance** Chronicles co-creator Tracy Hickman. Plus check out the amazing cover by favorite artist Tony DiTerlizzi!

This issue's highlights:

Tracy Hickman

Dragonlance: Fifth Age dryads

AD&D game elven gods

On sale date: August 21, 1998

MSRP: \$4.95

Preorder deadline: June 19, 1998



Dark Horse (cont. from p. 8)

W: What kind of advertising plan are you following?

D: Because the release schedule is so spread out, we're going to coordinate our advertising with the release of each of the figures. We will be doing extensive consumer and trade advertising in magazines like *The Duelist* and *Comics Retailer*, as well as *Action Figure Digest*, *Go Figure*, *Lee's Action Figure News*, and *Tom's Action Figure Digest*. *Comic Buyer's Guide* has already published an excellent editorial feature about the collection, and of course we will also promote them in Dark Horse comics.

As far as publicity goes, we're planning to unveil the Serra Angel prototype at the GAMA trade show in April, and will actually release the figure at this year's GEN CON® Game Fair in August.

W: How can retailers get these figures?

D: Diamond Comic Distributors is carrying the collection.

W: Thanks for talking with us, David. I know everyone who's seen these figures has been impressed with their size and quality.

D: My pleasure. We're delighted with how well they represent these classic **Magic** characters.



Contact Information:

Christopher Beeson

Dark Horse Comics, Inc.

Phone: (503) 652-8815

Email: dhc@dhorse.com

Website: www.dhorse.com

Serra Angel (ships in August)
Shivan Dragon (ships in October)
Spirit Link (ships in January '99)
Hurloon Minotaur (ships in April '99)

Interview by Jim Bishop and Mendy Lowe,
members of the Licensing team.

Bring New Customers

(cont. from p. 2)

Each deck contains two inserts: the first is the game rules, which only take up the front and back of a 7" x 14" sheet of paper. These are the shortest set of rules for any TCG produced by Wizards of the Coast! The second insert provides an introduction to the **C•23** story and characters, a game glossary, and a short introduction to the concept of deckbuilding. There are even card-specific suggestions on how to build better decks, which will bring new players back to your store to buy more cards!

C•23 booster packs are similar to our other TCG boosters. They contain twelve random cards each, and are packaged in forty-five-pack display boxes.

With six ready-to-play deck strategies for new players, combined with our excellent Customer Service team, online demo, convention presence, and consumer advertising and promotions, you should have the tools you need to turn comic readers into avid trading card game players!



Looking for C•23™? (cont. from p. 2)

In addition, **C•23** will be featured at several comic and gaming conventions this summer. Look for Wizards game demonstrations at the following events:

MegaCon '98	3/13-3/15	Orlando FL
GAMA '98	4/2-4/5	Miami, FL
NorwesCon	4/9-4/12	Seattle, WA
WonderCon	4/17-4/19	San Francisco, CA
Pittsburgh Comic Con	4/24-4/26	Pittsburgh, PA
MarCon	5/1-5/3	Columbus, OH
Motor City Comic Con	5/15-5/17	Detroit, MI
Heroes Con	7/3-7/5	Charlotte, NC
Origins '98	7/2-7/5	Columbus, OH
Wizard World	7/17-7/19	Rosemont, IL
GEN CON® '98	8/6-8/9	Milwaukee, WI
San Diego Comic Con	8/11-8/16	San Diego, CA
Magic® World Championships	8/12-8/16	Seattle, WA
DragonCon	9/3-9/6	Atlanta, GA
PACER Trade Show	10/2-10/5	St. Louis, MO

Also, don't forget to tell your customers about the **C•23** online demo at www.wizards.com/C23. This is a great

way to get a fast, fun, and easy introduction to **C•23**!



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You may also call us at (800) 821-8028, M-F, 9 A.M.-6 P.M. (PST). European customers, please call +44-162-878-0801 (in the U.K.) or +44-141-226-5205 (outside the U.K.), M-F, 9:30 A.M.-6:30 P.M., London time.