



RETAILERdirect

Wizards of the Coast, Inc.

Retailer Newsletter

Issue 70

July 2001

Hot News!

Hot News!

The Creator

vs.

The Champion

The **Magic: The Gathering**®—*Deckmasters*™ box set showcases the ultimate battle of wits. Richard Garfield, the legendary creator of **Magic**®, faces off against Jon Finkel, a **Magic** World Champion and legend in the making. Which one is smarter? Which one is sneakier? Which one will win?

Two volatile decks, constructed by two explosive players. Get the message? Play with them. Learn from them. Hold the stuff of greatness in your hands.

Contents

- Four black-bordered premium cards: Icy Manipulator, Incinerate, Lhurgoyf, and Necropotence
- Two 62-card prebuilt decks, each featuring two of the premium cards plus other *Ice Age*™ and *Alliances*™ cards
- Two 20-sided Spindown™ life counters, with the *Deckmasters* symbol in place of the 20
- A two-sided 10-by-14 inch poster of Lhurgoyf fighting Goblin Mutant
- A full-color booklet containing decklists, expert analysis, biographies, behind-the-scenes stories, and more

Plus, you can use this sturdy, embossed metal *Deckmasters* case as a card box: it can hold over 700 cards in standard-sized sleeves or eleven 60-card decks.

Deckmasters. The ultimate battle. Over and over again.

Pokémon Trading Card Game Fans Will Go Island-Hopping This Winter.

The **Pokémon**®: *Southern Islands Collection*™ set will take players and collectors to places they've never seen before. Which means you'll be as busy as their travel agents. The *Southern Islands Collection* set features 18 unique cards that, until now, have been released only in Japan. Six of them are special reverse

holofolds, and three of them will be pivotal in game play! But the trip doesn't end there. Postcards, booster packs, and card sleeves are part of this package deal, all delivered in a stunningly designed binder. The *Southern Islands Collection* set will surely be a destination for **Pokémon** enthusiasts everywhere!

The biggest and best Harry Potter TCG window display wins a Gringotts fortune.

Here's a contest that's right up your alley.

The "Make Your Store Stand Out" contest is a great way to introduce the **Harry Potter**™ trading card game to the legions of awaiting *Harry Potter* fans. It's also a great way to win a huge sack of Sickles (\$1,000 worth!)—and other generous prizes.

Simply send us a photo of your window or in-store display between August 1, 2001, and September 15, 2001. We're judging all entries on creativity, overall visual appeal, and the strength of **Harry Potter** trading card game messaging!

- **First prize (1)**—USD \$1,000
- **Second prize (5)**—20 tickets to the *Harry Potter* movie (general admission tickets to a theater in your town)
- **Third prize (10)**—Display box of **Harry Potter** trading card game boosters

"Make Your Store Stand Out" today!

See this issue's insert for full details and conditions!

News You Can Use

Pokémon Trading Card Game Schedule Updates *A Change in Plans*

This year opened with a bang for the **Pokémon** trading card game with the release of the *Neo Genesis*™ set. The excitement will continue throughout the year with upcoming releases. The *Neo Genesis* and *Neo Discovery*™ expansions brought the **Pokémon** trading card game to the next dimension with advanced game-play mechanics and brand-new **Pokémon**.

Additional releases for this year include the *Southern Islands Collection* set and *Neo Revelation*™ set in October. The previously announced *Cross Trainer* set is no longer on the 2001 schedule. Instead, Wizards of the Coast, Inc. is focusing on developing the *Southern Islands Collection* and *Neo Revelation* sets into strong products that will be must-haves among all **Pokémon** trading card game players.

"These are not the rumors you're looking for."
by Chris Pascual

Okay, so none of you believe I can really perform Jedi mind tricks. But I'd still like you to take the time to take a look at the rumors I've "sensed" this month and have faith in the truth behind them. Otherwise I will find your lack of faith quite disturbing. At least as disturbing as many of you must find my references to a certain famous sci-fi movie series. This month I have rumors about some d20 products, Canadian distribution, the **Legend of the Five Rings** (L5R) TCG, and Direct Sales.

Rumor 1: Wizards of the Coast has released a **Dungeons & Dragons**® product called "Kingdoms of Kalamar." Though this product carries the **D&D**® logo, it is published by Kenzer and Company. The use of the **D&D** logo is part of the d20 license. The book is intended to be used as a d20 campaign setting within the **D&D** universe.

Rumor 2: Wizards is cutting off all Canadian distribution. As many of you know by now, Grosner is no longer one of our

wholesale distributors. While I cannot go into details regarding the end of our relationship with Grosner, I can say that we will continue to support our distribution network in Canada in order to supply Canadian hobby gaming retailers with our products. If you need a list of our current Canadian distributors, you may visit our retailer website at www.wizards.com/retailer and visit the Retailer Support section of the site to download a list of our distributors, contact Merchant Relations at ms@wizards.com, or call (800) 821-8028, 9 A.M. to 5 P.M. Pacific time, to request a list be mailed or faxed to you.

Rumor 3: The **Legend of the Five Rings** (L5R) TCG has been sold to AEG.

If any of you have already read the press releases on both the Wizards of the Coast® and AEG websites, you already know that AEG will now handle the L5R TCG. Please direct any further concerns regarding the L5R TCG to them.

Rumor 4: The B2B (Business to Business) website will replace Direct Sales.

The B2B website is an option we provide to retailers who do business with us through our Direct Sales program. Its purpose is to provide extra flexibility when ordering. For example, it is an alternative way for stores to place orders outside of our normal business hours. While we want to promote this service to our direct accounts, having sales reps who can provide you with customer service and answer your questions on the phone will continue to be the staple of the service we provide.

These are all the rumors I was able to drum up for this month. As always, I can address only rumors that I've heard. So let us know what you've heard, and I'll tell you what we have to say about it. You can email us at ms@wizards.com or phone us at (800) 821-8028. My ear is also tuned to the Direct Sales reps, so if you deal with them, I'll hear what you tell them. Send waves of rumors our way; they will never withstand the might of this fully operational rumor-control column.

Does the Funnel Work?

Addendum:

Why Wizards of the Coast Publishes *Star Wars Insider*

So, last month Johnny Wilson covered the ins and outs of why you should carry *Star Wars Insider*. Here are some additional data I thought would be great for you to see but didn't have room last month to print.

—Pat

Star Wars Insider		Star Wars Gamer	
Collect Action Figures	79%	Collect Action Figures	64%
Read Science Fiction	73%	Read Science Fiction	90%
Play PC/Video Games	58%	Play PC/Video Games	66%*
Read Comics	33%	Read Comics	66%
Play Collectable Card Games	18%	Play Collectable Card Games	54%

Eighty-four percent of **Gamer** readers purchase RPGs monthly.

*Star Wars **Gamer** readers who buy at least one PC or video game every other month.

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Release Schedule

2001



September

TCGs		Deckmasters box set	882900000	NA
		Southern Islands Collection box set	886490000	0-7430-0402-7
RPGs		Enemies & Allies: A Rogue's Gallery Oriental Adventures	WTC11852 WTC12015	0-7869-1852-7 0-7869-2015-7
		Alien Anthology	WTC11844	0-7969-1184-6
Novels		Bertram's Guide to the War of Souls, Vol. 1 Chronicles Trilogy Box Set	WTC21882 883940000	0-7869-1882-9 NA
		Baldur's Gate II: The Throne of Bhaal Dark Elf Trilogy Box Set Temple Hill, Cities #2	WTC21985 883950000 WTC21871	0-7869-1985-X NA 0-7869-1871-3
		The Dragon, Clan Wars #6	WTC21883	0-7869-1883-7
		Odyssey, Odyssey Cycle #1	WTC21900	0-7869-1900-0
Periodicals		Dragon #288	WTC82288	0-7869-2288-5
		Star Wars Insider #6	WTC82506	0-7869-2506-X

October

TCGs		World Championship Decks '01 Odyssey™ deck box display Odyssey booster display Odyssey tournament pack display Odyssey assorted theme deck display	NA WOC06320 WOC06321 WOC06322 WOC06323	NA 0-7430-0331-4 0-7430-0332-2 0-7430-0333-0 0-7430-0334-9
		NFL Showdown 2002: 1st & Goal™ booster display	NA	NA
RPGs		Deep Horizon Master Tools	WTC11855 WTC12006	0-7869-1855-1 0-7869-2006-8
		Lords of Darkness	WTC11989	0-7869-1989-2
Novels		The Wheel of Time RolePlaying Game	WTC11996	0-7869-1996-5
		The Search for Magic: Tales from the War of Souls, Anthology	WTC21899	0-7869-1899-3
		Sea of Swords	WTC21898	0-7869-1898-5
		Queen of the Demonweb Pits	WTC21903	0-7869-1903-5
Periodicals		Dungeon #89	WTC82089	0-7869-2089-0
		Dragon #289	WTC82289	0-7869-2289-3
		Star Wars Insider #56	WOC07805	0-7430-0323-3

Release information is subject to change, and notification to Pa may not happen in time to make corrections to this issue. If you found an error, good for you! Call me, and I'll send you a free something for reading this and catching the error. Please note that you'll have to answer a few questions, and the offer is good only until the next issue of *Roadster Direct* hits your door!

—Pat

League and Tournament News

League Tournament

Too Hot to Handle!

Heat getting to you? Why not try some cool new tournament ideas? Run an older-product Booster Draft. Mix up expansions for some crazy combinations. Who's ready for some *Exodus™*-*Urza's Legacy™*-*Homelands™*-*Homelands* draft? Winner takes all. Try some competitive prices and watch that product move. It's hot, go crazy.

There are plenty of other draft formats that can liven up a hot day. Try Team Rochester and watch players work together through the entire draft process. On top of it all, you can sanction your draft by contacting the DCI™ players' organization at DCI@wizards.com.

It's never too late to try something new.

Key Contacts:

Retailer Questions
(800) 821-8028
ms@wizards.com

Premier & Direct Sales Retailers
(800) 564-1636

Rules Questions
(800) 324-6496
questions@wizards.com

Tournament Sanctioning
(425) 204-7346

Consumer Questions
(800) 324-6496
custserv@wizards.com
P.O. Box 707
Renton WA 98057-0707

Product line	July	August	September
Magic: The Gathering TCG	Arena™ League, Rotation 14, July 30 (ongoing)	Arena League, Rotation 14 (ongoing)	Arena League, Rotation 14 (ongoing)
	Origins™ Game Expo and Fair, July 5–8	Gen Con® Game Fair, Aug 2–5	<i>Odyssey™</i> Prerelease, September 22–23
	Amateur Championships, July 7 (at Origins Game Expo and Fair)	World Championships, Aug 8–12 (Toronto, Canada)	Pro Tour–New York, September 7–9
	<i>Sideboard™</i> Team Challenge, July 5 (at Origins Game Expo and Fair)		Grand Prix–Minneapolis, September 29–30
	Grand Prix–Columbus, July 28 and 29		
Pokémon® TCG	Pokémon TCG League, Season 6, (ongoing)	Pokémon TCG League, Season 7, August 4	Pokémon TCG League, Season 8, September 8
MLB™ Showdown™ sports card game	MLB™ Showdown League, Season 3, July 14	MLB™ Showdown League, Season 4, August 25	MLB™ Showdown League, Season 4 (ongoing)
	MLB™ Showdown Championships (at Fan Fest), July 8		

The Wizards of the Coast Merchant Relations team publishes *Retailer Direct*. Special thanks go out to Katsuyo Nagasawa, Stephanie Wetzel, Donna Woodcock, and Lynn Caires. If you have questions or comments regarding this newsletter, please write to Wizards of the Coast, Attn.: Pat "GEO" Booze, P.O. Box 707, Renton WA 98057-0707, or send email to ms@wizards.com.

You may also call Merchant Relations at (800) 821-8028, M–F, 9 A.M.–5 P.M. (Pacific time). European customers, please call +44-141-226-5202 (outside the U.K.), M–F, 9:30 A.M.–6:30 P.M. (London time).