



BEATDOWN™

MAGIC
The Gathering®
TRADING CARD GAME

October 2000

Customers will beat down your doors to grab this.

An excellent gift, the *Beatdown*™ box set is also one bad-ass item. Don't believe us? Take it up with big, bone-crushing creatures like Mahamoti Djinn, Erhnam Djinn, and Sengir Vampire.

With a focus on creature-oriented game play, each *Beatdown* box set contains:

- Two 61-card prebuilt decks containing five rare cards each
- A premium creature card featuring never-before-seen art included in each deck
- Two 20-sided Spindown™ life counters
- A two-sided locker poster
- A full-color premium booklet containing tips and creature histories.

The box itself also makes a handy carrying case: it's able to hold 900 cards in standard-sized sleeves or twelve 60-card decks.

If you think the creatures in this set are tough customers, try dealing with a patron when you explain that you don't have the *Beatdown* box set in stock.

Release Date: October 30, 2000

Magic® *Beatdown*™ Box Set

ITEM	COUNT	PRODUCT CODE	ISBN	UPC	SIZE	WEIGHT	MSRP
Beatdown Box Set Game	Two 61-card decks, Two life counters, One poster, One booklet	WOC06197	0-7430-0064-1	7-42818-06197-1	8-1/4" W x 4-1/4" D x 6-1/4" H	2 lbs., 5 oz.	\$24.99
Beatdown Box Set Display	6 Box Sets				19" W x 8-1/2" D x 8-3/4" H	14 lbs., 3 oz.	\$149.94



Magic® *Spindown*™ Life Counters

ITEM	COUNT	PRODUCT CODE	ISBN	UPC	SIZE	WEIGHT	MSRP
Spindown Life Counter Blister		WOC06137	0-7430-0237-7	7-42818-06137-7	4-1/2" W x 6-1/4" H	.15 lbs.	\$4.99
Spindown Life Counter Case	36 blisters, 1 blister display base, 1 blister display insert, and display instructions				10" W x 4-3/4" D x 18" H	6 lbs.	\$179.64

The first D20 designed as a life counter!

Spindown™ life counters are the latest evolution in gaming accessories. Numbers are conveniently arranged on each die, making it easier than ever for players to keep track of their life totals or counters. Tough and impact-resistant, the *Spindown* life counters come in five great colors—one for each mana color, a must for players of the *Magic: The Gathering* trading card game.



TARGET AUDIENCE

- Males (ages 12–24) who are advanced or expert players of the *Magic: The Gathering*™ trading card game.
- Moms and dads looking for a holiday gift for their kids who play *Magic*.

KEY SALES POINTS

- This product contains two evenly matched decks that use big creatures to crush your enemies.
- The decks are designed to make the game play creature oriented, not speed combo oriented.
- Each deck contains an alternative art premium card and tuck boxes that hold 75 cards with sleeves.

MARKETING SUPPORT

- In store point-of-purchase materials
- Promotions and full website support at the Wizards of the Coast® website: www.wizards.com/magic
- Advertising in popular trade and consumer publications

ORDERING INFORMATION

Contact Merchant Relations at (800) 821-8028 or (425) 204-7200 for more information about the *Magic: The Gathering* trading card game, or visit the Wizards of the Coast website at www.wizards.com

