

# MAGIC

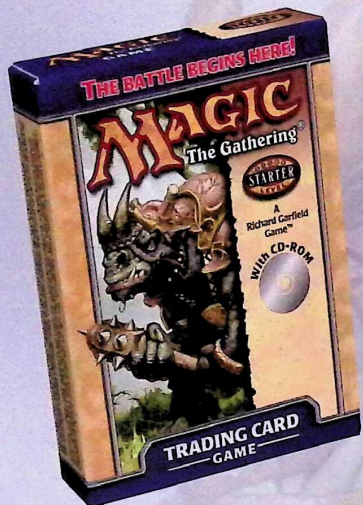
The Gathering®  
TRADING CARD GAME



STARTER  
LEVEL



April 2000



## Magic: The Gathering® Starter Level Game

The millennium offers a fresh start for Magic® players.

Introducing players to the world-renown **Magic: The Gathering** trading card game is as easy as directing them to the new starter-level game. Equipped with an instructional (and entertaining) CD-ROM and two 22-card decks, first-time players have the option to learn the strategic game either by themselves or with a friend. Because the game includes cards from the *Classic*™ (Sixth Edition) set, it's a snap for beginners to make the move to expert-level **Magic**® products. Sell new players the **Magic** starter-level game and you could be selling them on an ever-expanding line of **Magic** games and accessories.

## Release Date: April 24, 2000

### Ordering Information

Item	Count	Product Code	ISBN	UPC	Size	Weight	MSRP
Starter-level game	two 22-card decks, two additional 15-card packs, 2 play guides, 2 playmats, 2 bead counters, 1 rulebook, 1 CD-ROM, 1 premium card	WOC 17083	1-57530-984-X	7-42818-17083-3			\$9.99
Starter-level game display	6 games	WOC 17087	0-7430-0009-9	7-42818-17087-1	5-3/4" W x 6-1/8" D x 7-5/8" H	4.5 lbs.	\$59.94
Starter-level game display case	6 displays				17-11/16" W x 6-3/8" D x 15-3/4" H	27 lbs.	\$359.64
Starter-level game w/J-hook	See starter level game "count" info above	WOC 17084	1-57530-985-8	7-42818-17084-0			\$9.99
Starter-level game w/J-hook carton	6 J-hooked games				15-3/8" W x 3-1/16" D x 5-3/4" H	4.5 lbs.	\$59.94
Starter-level game w/J-hook case	6 cartons				15-11/16" W x 9-7/8" D x 12-5/16" H	27 lbs.	\$359.64

## Starter 2000

### Target Audience

- Males (ages 12–24) who are new to the **Magic: The Gathering** trading card game
- Strategy game enthusiasts
- Computer users

### Key Sales Points

- The starter-level game is the entry point for new players to learn the **Magic: The Gathering** TCG, either alone or with a friend
- The game box contains a CD-ROM that makes learning the basic rules and advanced strategies easier and more fun
- Some cards in the game box are taken from the *Classic* card set, making it easier for new players to transition into expert-level **Magic** products

### Marketing Support

- Integrated national television, print, and Internet advertising campaign
- Full website support including an online demo of the game
- In-store point-of-purchase materials (contact Merchant Services at (800) 821-8028 or (425) 204-7200 if you aren't currently receiving these materials!)
- National PR efforts targeted at youth market media
- National sampling programs
- Demos at large events

### Ordering Information

Contact Merchant Services 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](http://www.wizards.com).



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