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SAN FRANCISCO
WORLD CHAMPIONSHIPS
SEPTEMBER 2004



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**World Champ Decks
San Francisco**

Can't Beat It.

From some of the very best **Magic: The Gathering**® players in the world come four of the strongest decks in the world – the 2004 World Championship Decks. These decks are a great way for players to improve their game and have fun doing so. For a product that's tough to beat, order the 2004 World Champ Decks today.

TARGET AUDIENCE

Demographic detail

- Males, age 12-24

Psychographic detail

- Advanced and expert-level Magic players
- Are competitive
- Shop at Hobby and Comic stores

KEY SELLING POINTS

- Four different 90-card decks replicate the decks that dominated the premier Magic competition in the world, making them the best decks available.
- Each deck contains some of the most powerful cards in the Standard environment.
- The World Championship Decks keep experienced players on the cutting edge of competitive play with expert strategies.

MARKETING SUPPORT

Print Advertising between during the months of Sep-Dec

- Magazines include: Comics and Games Retailer, Inquest, Scrye, Game Trade, Mage

Internet Advertising in Oct

- Sites include: brainburst, magiccan, mtgplanet, mtgzone, playordraw, poj0/magic, magiclore/ugo

In store merchandising program beginning in Oct

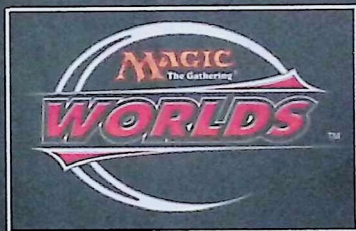
- Materials include: sell sheet, and posters

Magicthegathering.com coverage during the month of Nov

Ordering Information

To open an account with Wizards of the Coast, Inc. or to receive an authorized Wizards of the Coast® distributor list, contact Merchant Relations at (800) 821-8028. If you have an existing account, contact Direct Sales at (800) 564-1636. For additional information about the Magic: The Gathering trading card game, visit our website at www.magicthegathering.com

RELEASING NOVEMBER 26, 2004



Item	Count	Product code	ISBN	UPC	Size	Weight
World Champ Decks (4 different decks that are chosen from the top 6 finishers at Worlds)	Total of 90 cards per deck • 75 traditional WCD gameplay cards • 12 +/-2 proxy cards 1 decklist • 1 bio card • 1 marketing card	96919000	0-7869-3712-2	6-535-69-03169-7		
World Champ Decks display	12 Decks per Display	96919000		6-53569-03170-3	5 1/2" W x 8" D x 3 1/2" H	4 lb. 6 oz.

MAGIC
The Gathering®



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