



News Release

FOR IMMEDIATE RELEASE

WIZARDS OF THE COAST GAME CENTER TO OPEN ON THE AVE

A Multifaceted Game Playing and Entertainment Environment

April 30, 1997 (Renton, Wash.)--On May 16, Wizards of the Coast Inc., makers of the world's bestselling trading card game **Magic: The Gathering**®, will open Wizards of the Coast® Game Center, the first authentic gaming environment and entertainment center, located in Seattle's University District, 4518 University Way NE.

The 32,000-square-foot Wizards of the Coast Game Center is solely devoted to game playing and will offer one of the largest collections of social, electronic and computer-interactive games. In addition to its 250 plus games, the Game Center will feature a 2,200-square-foot **BattleTech**® virtual reality center with 12 interactive simulator pods; a 3,800-square-foot, state-of-the-art video game and pinball arcade; an 1,800-square-foot retail store; a selection of computer-network games; a 5,000-square-foot tournament center area for organized game play; and multiple players' lounges.

Wizards of the Coast Game Center will also serve as a game testing location for game manufacturers such as Atari and Williams/Bally, creators of the deluxe driving games *San Francisco Rush* and *Cruisin' World Deluxe*. As a test site, patrons of Wizards of the Coast Game Center will be the first in the Pacific Northwest to preview and play selected games.

"Our company has been designed by gamers for gamers. Wizards of the Coast Game Center is the ultimate rec room, it's our gift to the true gaming community of Seattle," said Peter Adkison, president and CEO of Wizards of the Coast. "This is a natural progression for us. Wizards of the Coast Game Center will provide an opportunity for individuals to play their favorite games in a friendly and social environment, while simultaneously serving as a world-class tournament facility for organized game play."

The Game Center's hours of operation are Sunday, 9 a.m. to midnight; Monday through Thursday, 10 a.m. to midnight; Friday, 10 a.m. to 2 a.m.; and Saturday, 9 a.m. to 2 a.m.

Wizards of the Coast is a privately held game company best known for the trading card game **Magic: The Gathering**. Since **Magic** was released in August 1993, over 5 million players worldwide have embraced the game, and the game is now available in nine languages. Wizards of the Coast is headquartered just outside of Seattle, Washington, in the city of Renton, and also has international offices in Antwerp, Paris and London. For more information on Wizards of the Coast, visit the company's website at <http://www.wizards.com> or their CompuServe forum at (GO WIZCOAST).

If you have any questions, contact Customer Service at custserv@wizards.com

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