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Snowboard announcement

Magic Arcana
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WIZARDS OF THE COAST ANNOUNCES DEAL TO BRING *MAGIC: THE GATHERING*® TRADING CARD GAME'S FANTASY ART TO K2® AND RIDE® SNOWBOARDS

March 18, 2003 (Renton, Wash.) – Wizards of the Coast, Inc., together with Hasbro Consumer Products Worldwide, and K2 Inc. have signed a licensing agreement that allows K2® to utilize **Magic: The Gathering** card art on its K2 and Ride® brand snowboards. The snowboards featuring artwork from the Magic® game will be used by K2 and Ride Snowboard Pro Team members and will be available at retail in Summer 2003.

Since the beginning, K2 and Ride Snowboards have tapped into a variety of artists to feature unique and compelling graphics on their boards, which represent the most advanced snowboard technology available. "The **Magic** game's illustrations and the depth and variety of the artwork are amazing – a perfect match for our snowboard culture," said Fran Stoll, Creative Manager, K2 Snowboarding.

Celebrating its 10th anniversary this year, the **Magic: The Gathering** game features some of the most sought-after and respected art in the fantasy genre, portraying a world of powerful creatures and richly detailed lands. There are more than 6,000 distinct Magic cards, each with a unique design.

"**Magic: The Gathering** continues to set the standard in the growing trading card game category and having the best fantasy art is one of the things that sets the **Magic** game apart," explained Scott Rouse, Marketing Manager for the **Magic: The Gathering** brand. "We're pleased to be working with K2 and Ride to showcase **Magic** card art in an all-new way. We see a real connection between the snowboarding and trading card game cultures."



The **Magic: The Gathering** game, invented by Richard Garfield and first released in 1993, today is available in 52 countries and nine languages, with more than 100,000 official tournaments sanctioned each year by the DCI® players' organization. For more information, visit www.magicthegathering.com.

For more information regarding K2 and Ride Snowboards, visit www.k2snowboarding.com and www.ridesnowboards.com.




Wizards of the Coast, Inc., a subsidiary of Hasbro, Inc. (NYSE: HAS), is the worldwide market share leader in the trading card game and tabletop roleplaying game categories. A leading developer and publisher of game-based entertainment products, the company holds an exclusive patent on the play mechanic of trading card games. For more information, visit www.wizards.com.

The Hasbro Properties Group develops and expands Hasbro's core brands, such as G.I. JOE, TRANSFORMERS, MY LITTLE PONY, MONOPOLY and CANDYLAND, into a wide variety of entertainment and consumer categories. Hasbro Consumer Products Worldwide is the licensing and promotions arm of Hasbro Properties Group. ©2002 Hasbro, Inc. All Rights Reserved.

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